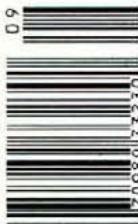
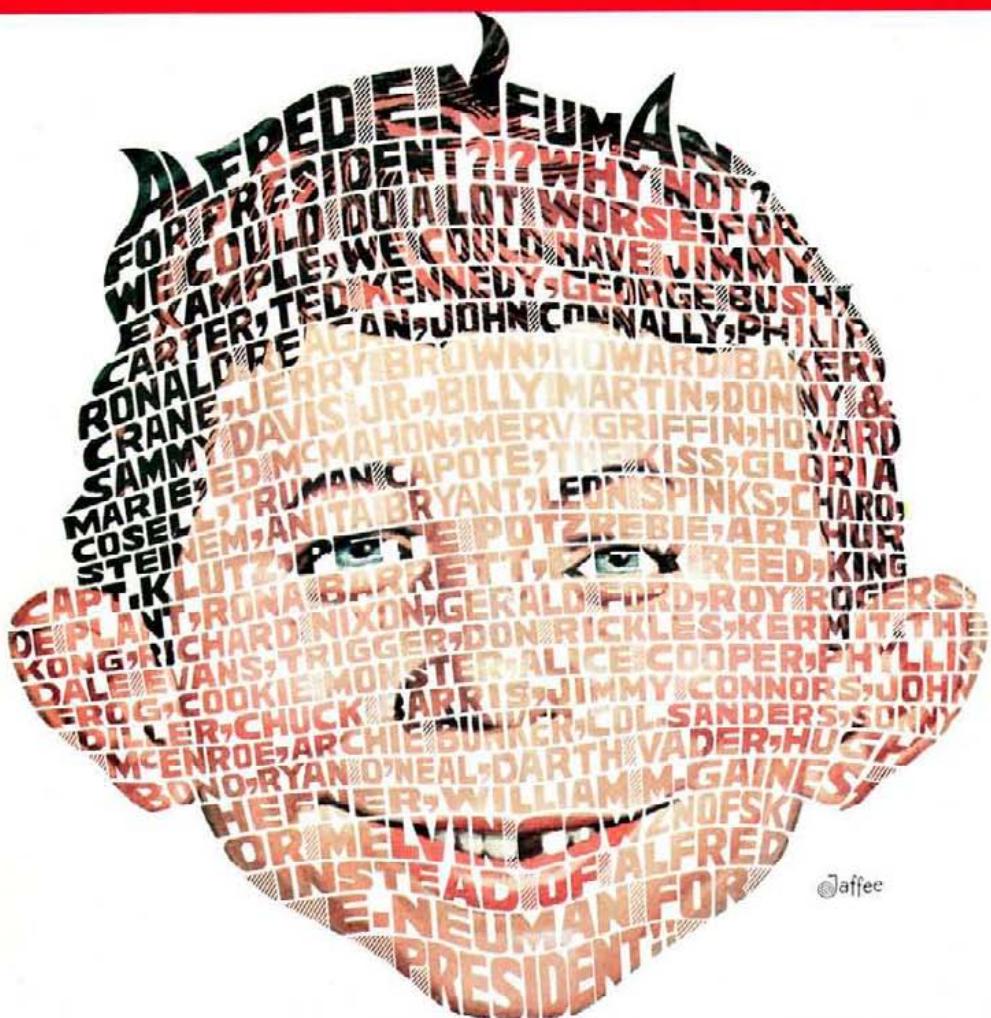


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"One thing modern science can't seem to get the bugs out of is fresh paint!"
—Alfred E. Neuman

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JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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WHY KILL YOURSELF?



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NOW...FREE!

Yep . . . most former African Colonies are now free! But, boy, are they in big trouble! Just like we are, trying to sell these idiotic full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid—suitable for framing or wrapping fish. You can't help those emerging nations, but you can help us! Order yours today. Mail: \$0.45 for one, \$1.05 for 3, \$2.15 for 9, \$4.35 for 27 or \$8.75 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.



BITING REMARKS ABOUT COVER

In respect to your June 1980 cover, as usual, MAD is very accurate. For years, Alfred E. has had his upper LEFT incisor tooth missing. So how come his bitten apple gives the imprint showing his upper RIGHT incisor missing? Maybe the worm had something to do with it?

Eugene V. Manusov, D.D.S.
Los Angeles, California



Bad Bite, Lasting Impression

Your apple cover is inaccurate to the core! The imprint on the apple is incorrect because Alf is missing only his upper left front tooth, not his bottom tooth too. So the channel of apple containing the worm is twice as long as it should be.

Mark Giordano
Dobbs Ferry, N.Y.

A CROCK O'BLIP NOW

The minute I flipped open the cover and saw your "A Crock O' Blip Now" I knew I had to get it! Mort Drucker is a genius and it seems he has been drawing for you forever. Amazing how his minor, supporting characters are identifiable, even if you don't know their names. Of course, in "Apocalypse," everyone was a minor character.

Johnny Mylar
San Rafael, Calif.

Mr. Larry Siegel and Mr. Mort Drucker are to be commended for boning Francis Ford Coppola's strange fish of a film. And, MAD merits praise, too, for not sidestepping such a complex screen rigor.

Brian Boru O'Donnell
Dublin, Ireland

Siegel and Drucker did one (BLIP) of a job!

Stephen B. Dobranski
Lansdale, Pennsylvania

SNAPPY ANSWERS JOGGING INCIDENT

I heartily applaud Al Jaffee's "Snappy Answers To Stupid Questions" as regular sequences in MAD. His "Jogging Incident" is a delightful "running gag," and the punchline, "Better you should be a SWIMMER!", may go into perpetuity with MAD fans.

Sheryle Dickerson
Jamaica, New York

MAD'S "TV GUIDE" TEXTBOOK

I especially enjoyed "MAD's TV Guide" however I beg to differ with your facts in "I LOVE LIZZY" under the "Social Studies" section. Elizabeth was *not* the offspring of Henry VIII and his first wife Catherine of Aragon. She was the offspring of Henry VIII and Anne Boleyn, his second wife, who was also the first of his wives to meet with the sharp end of an axe. If we are going to teach history, we must be correct in our facts!

Bonita C. Yarboro
Brooklyn, New York

Woodbridge and Silverstone apparently flunked "Literature" and "Language." It took Odysseus twenty years to get home, not ten! And, Middle English, not Old English, is spoken in Canterbury Tales!

Amanda Du Bois
Haverford, Pa.

If we knew history, we wouldn't have suggested a "TV Guide Textbook"! —Ed.

The programs in the "MAD TV Guide" were a lot more interesting than the shows in the real TV Guide!

Joe Esposito
Hempstead, N.Y.

MORE MAD ESP?

Another case of MAD ESP! I noticed that among the list of new shows in TV Guide, there's a new CBS show, "Carlton, Your Doorman." Well, back in MAD #206, in Tom Koch's article "TV Spin-offs Yet To Come," was an improbable spinoff called "Carlton." Koch slated it for CBS, Monday, 11:30 P.M., so he had the time wrong.

Jon Blaine II
Mesa, Arizona

Sounds like an appropriate time-slot to us! —Ed.

LIGHTER SIDE OF THE IDIOT BOX

Concerning Dave Berg's "The Lighter Side Of The Idiot Box" . . . right on! It's high time that someone did such a thorough exposé on America's most obscene obsession. Hopefully, you've motivated more people to the pursuit of more rewarding "vices" such as sex, music, and MAD Magazine!

J. P. Thomas
Travis AFB, Calif.

ANOTHER FOLD-IN FAKE-OUT

I read with great glee your "MAD Fold-In" for June '80! After reading the text above the picture, "There are many things on this earth that never should have come into being in the first place. One such thing is with us now, and anyone who has come into contact with it hopes it will soon disappear . . .", I must admit that I was surprised to see a Susan B. Anthony dollar. I thought for sure it would be the Shah!

Bill Davies
Davis, Calif.

WHO NEEDS A MAD NEWSLETTER?

Why would anyone in their right mind start a Fan Club for MAD Magazine? Certainly not for profit! The first issue of "The MAD Newsletter" is already out, containing interviews with all three MAD Editors! For info, send SASE (self-addressed, stamped envelope) to:

Ron Labbe
MAD Freaks U.S.A.
16 University Road
Brookline, Mass. 02146

BODY CHECK

In a free discussion period in class, we got on the topic of reincarnation. That's the rebirth of the soul in a *new body*. Can you tell us, what would Alfred E. Neuman like to come back as?

Dina Gifford
Union City, N.J.

As soon as possible!—Ed.

SIX MINUTES: RETURN OF THE DRAFT

Your "Six Minutes" drift on the draft really registered with me!

Joe Stoutenburgh
Hopkins, Minn.

DIFF'RENT JOKES

After reading "Diff'rent Jokes," I know we'll never be *short-changed* from total enjoyment by Angelo Torres and Arnie Kogen, who have no *short-comings* in the humor area! Annette M. Padilla
San Antonio, Texas

I strongly object to your bevy of "short jokes" in your spoof of "Diff'rent Strokes." And this letter would've gotten to you sooner if only I could've reached the mailbox handle.

C. Myers
Lafayette, La.

For pure entertainment, Kogen, Torres and Gary Coleman are head and shoulders above the crowd!

Scott Croland
Glen Rock, N.J.

You guys are really MAD! What makes you think I'm so short?

Gary Coleman
BIG Star of
"Diff'rent Strokes"
Burbank, California



Gary Coleman "Measures Up" To Co-Stars Todd Bridges And Dana Plato

Arnut, after cracking your magazine, must feel pretty tall now!

Catherine Bernstein
Bronx, New York

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TIRED OF THE SAME OLD SONG AND DANCE?

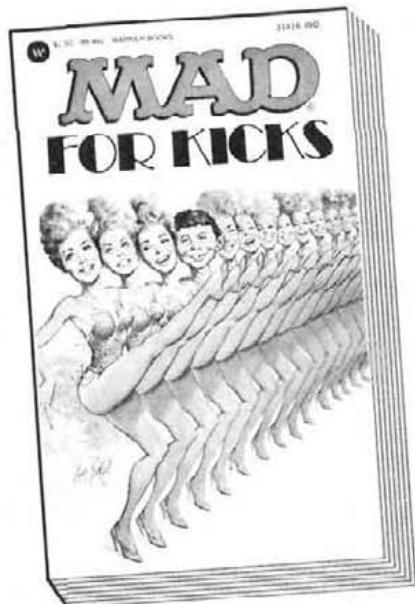
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CUSTODY'S LAST STAND DEPT.

So you really think that all we ever satirize are movies that are pretentious or stupid or bomberoos, eh? Well . . . HA! We laugh in your freckled faces! HA! There's a picture out now that's a real winner! So does that mean we shouldn't touch it?! Get outta here!! We enjoy a tear-jerker as much as the next person! So here we go with MAD's version of the "Super Sobber Of The Year", mainly...

I haven't seen him in over a year! I never realized that he was so much **SHORTER** than the others his age . . .

You mean your Son?

No . . . I mean my **HUSBAND!!**

Joanne left Tad because she wanted to find herself . . . and that's okay! But when my Husband's **SECRETARY** went to California to find herself . . . that **REALLY TEED ME OFF!!**

Because my Husband **WENT ALONG** to help her look!

Gee . . . why did THAT tee you off?



To get custody of a six-year-old child will cost you **\$5000!**

I can't afford that! What can you do for a thousand dollars?

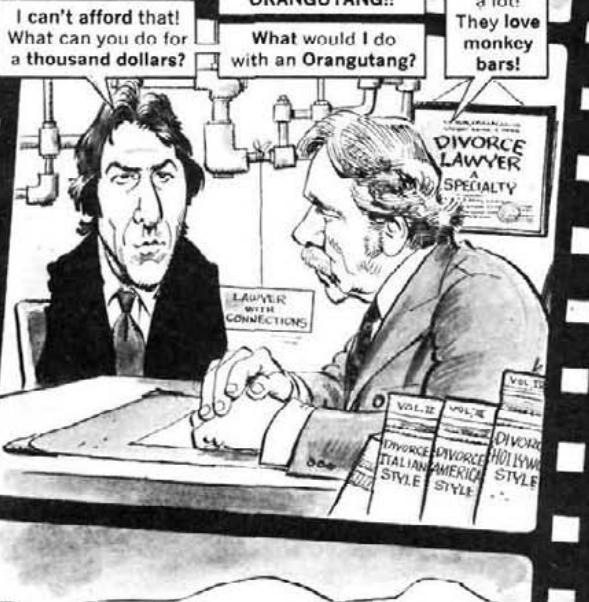
For a thousand, I can get you custody of a nine-year-old **ORANGUTANG!!**

What would I do with an Orangutang?

Take him to the PARK a lot! They love monkey bars!

When your Mother and Father got divorced, did you feel bad?

Well, yes and no! I felt bad because the house was emptier . . . but I also felt good because I was finally like all the rest of the kids in my class!

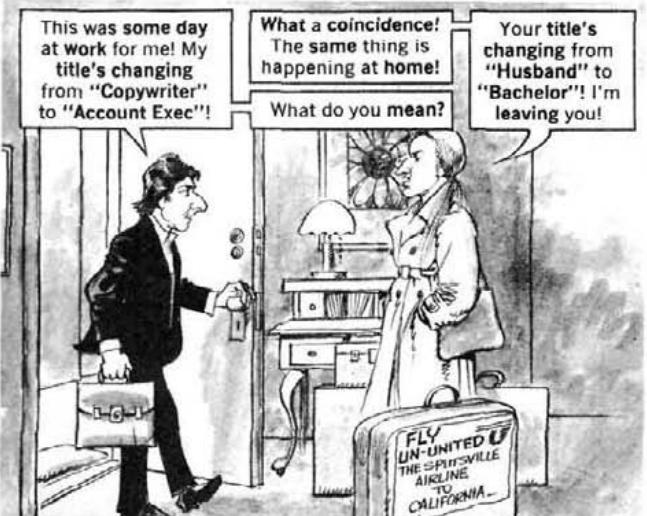
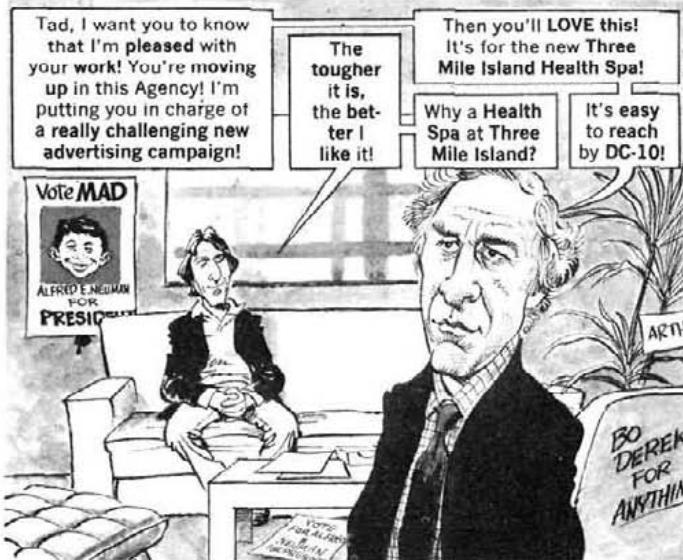
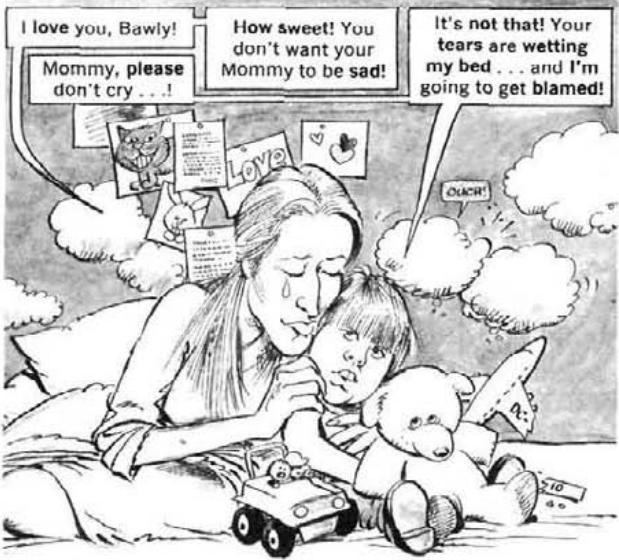


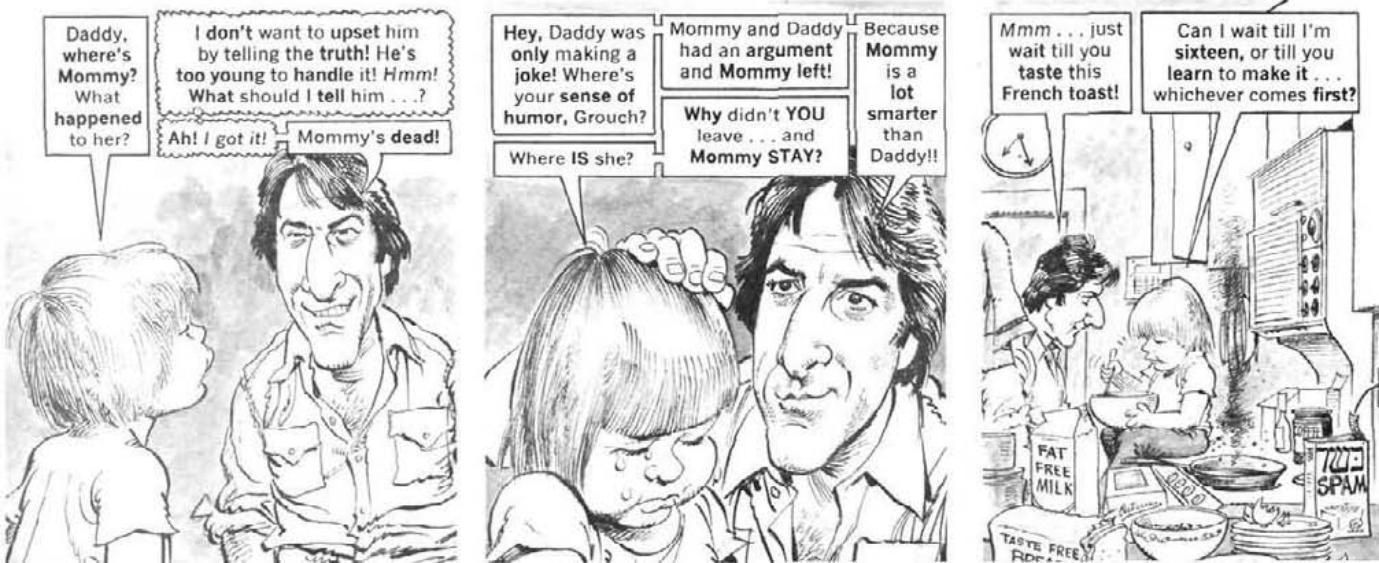
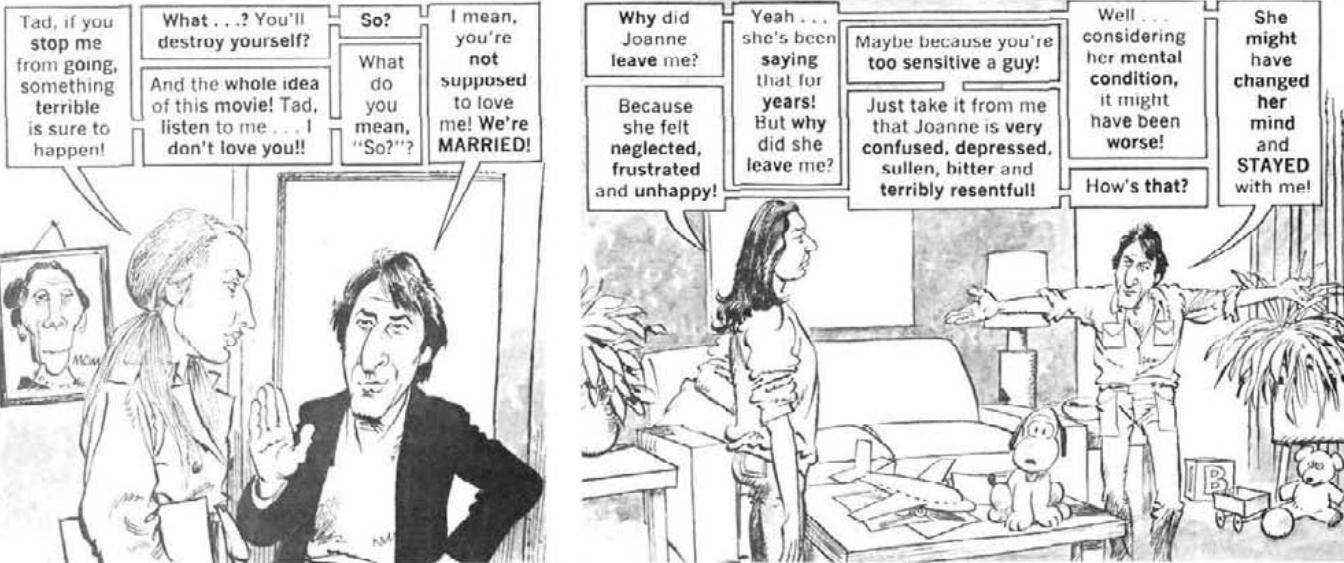
"Crymore vs. Crymore"



ARTIST: MORT DRUCKER

WRITER: STAN HART





C'mon ... eat!
You KNOW
what Mommy
always says!

She says I have to eat my breakfast so's I
can grow up to be short and weak like Daddy!

That's "BIG AND STRONG", Dum-dum!!



I'll pick
you up at
three!

Supposing
you can't?!

How could
that happen?

Supposing you got run over
by a truck ... and died?

The way things are going,
I couldn't be that lucky!

Yeah!
And
neither
could
!!!



Tad,
as a
friend,
let me
give you
some
advice!

Until things
settle down,
why not send
Bawly to live
with a close
relative of
yours ... ??

No, no! I
couldn't do
that to some-
one I love!
It's cruel
and inhuman!

Got a better idea??

Yeah! I'll send him
to live with STRAN-
GERS! No, on second
thought, I'll take
care of him myself!

Well, I'd
call that
dedication!

Nuts! I'd
call that
masochism!

Look, Bawly, you
got a postcard
from Mommy
today!

Mommy
who?

Sometimes a short
attention span
can be a
blessing!!



Hey, don't
you want to
hear what
Mommy has
to say ... ?

Well,
okay!

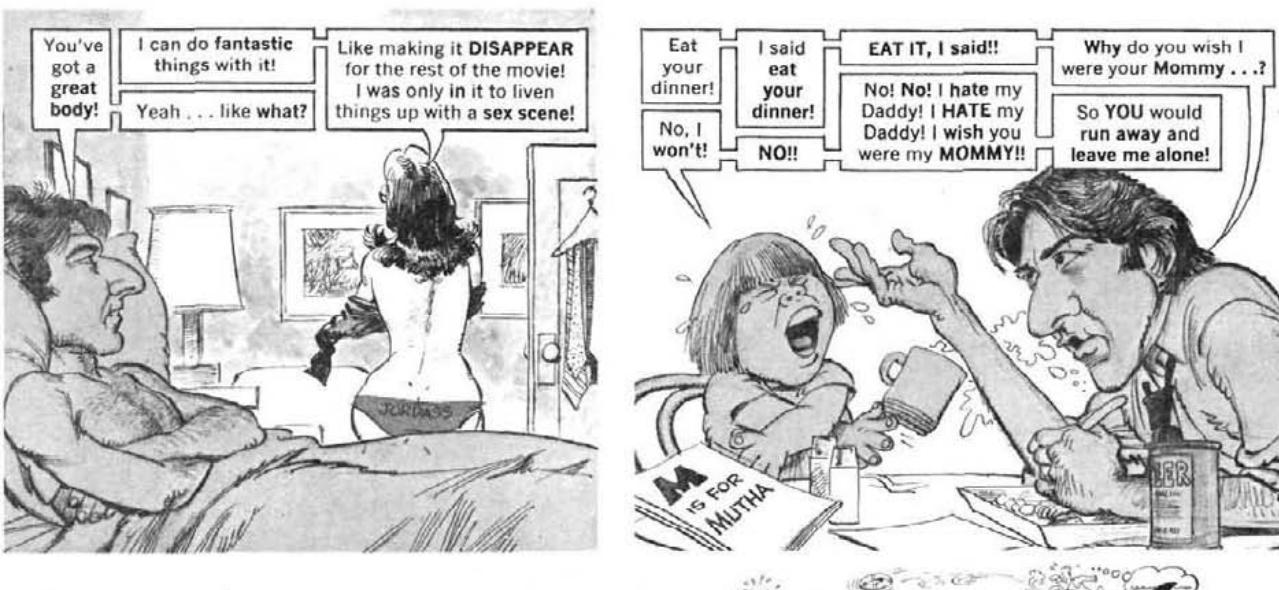
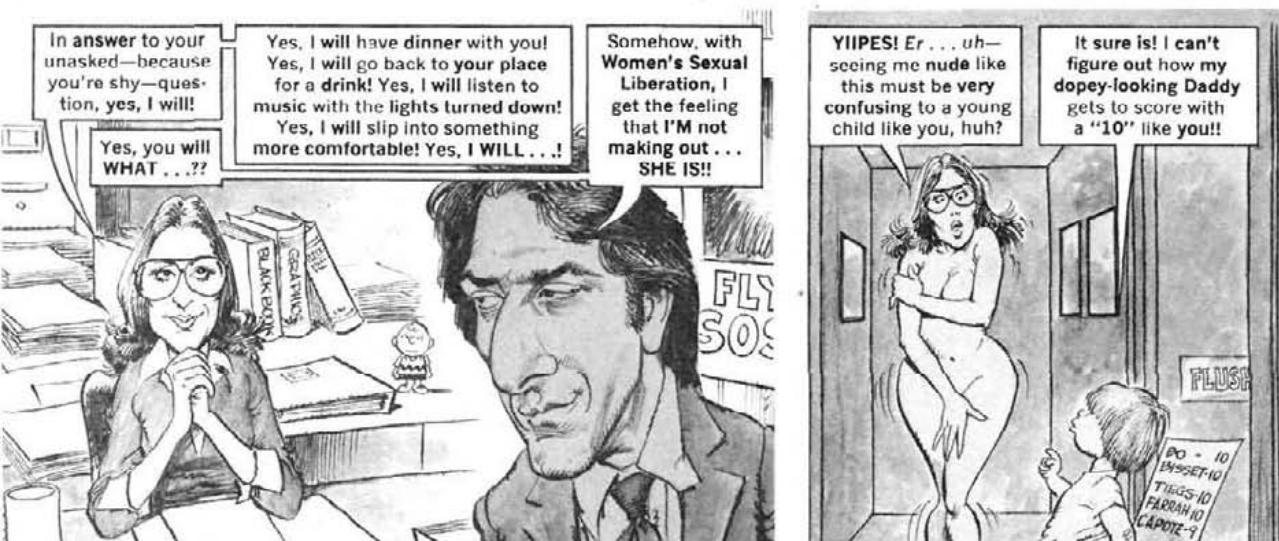
She says, "Dear Bawly, Try to under-
stand why I ran off without saying
goodbye, and left you in the care of
a man I DON'T LOVE or TRUST any-
more! It's simple! I had to leave
and become the person I know I can
become! I had to find the 'real me'!"

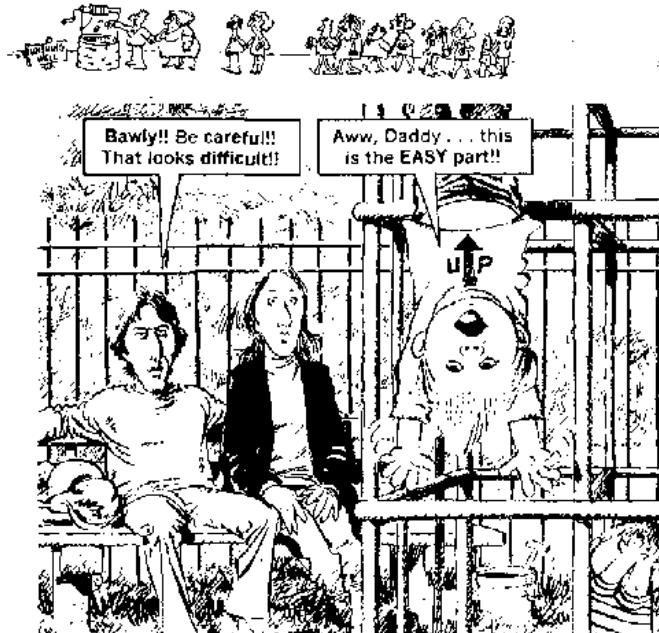
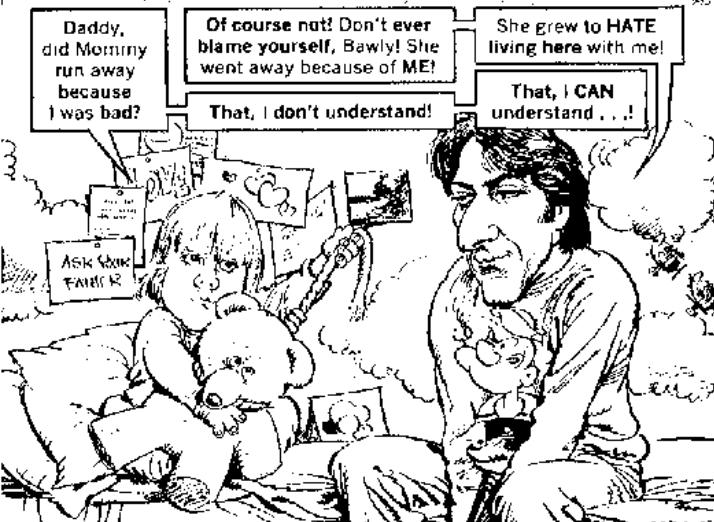
I'd just
as soon
watch
"Gilligan's
Island"
re-runs!

Why?

THEY
make
about
as
MUCH
SENSE!







I also learned I have two opposing sides to my nature! One side is very selfish and says, "I want my Son, and I don't care if it costs my ex-Husband a fortune in legal fees, or even if it bankrupts him . . . I will HAVE my Son!" And then, there's my generous side . . .

And what does that side say?

That the coffee and Danish are my treat!

We have one chance of keeping Bawly! It all depends on what kind of a Mother Joanne was! What did she do around the house?

Well, she paid the rent, the telephone, the gas and the electric bills! She balanced the checkbook, shopped for food and clothes, made the meals and did the cleaning!

Hmmmm! Not only was she a good Mother to Bawly . . . she was also a good Mother to YOU!!



Oh, Tad, I want to say a few things to you! First . . . Merry Christmas!!!

Anything else? Oh, yes! You're FIRED!!

Thanks, Chief! Anything else?

Fired . . . ? You don't mean that!

THAT, I mean! The "Merry Christmas" was cow pies!

But if I don't have a job, I'll lose Bawly!!

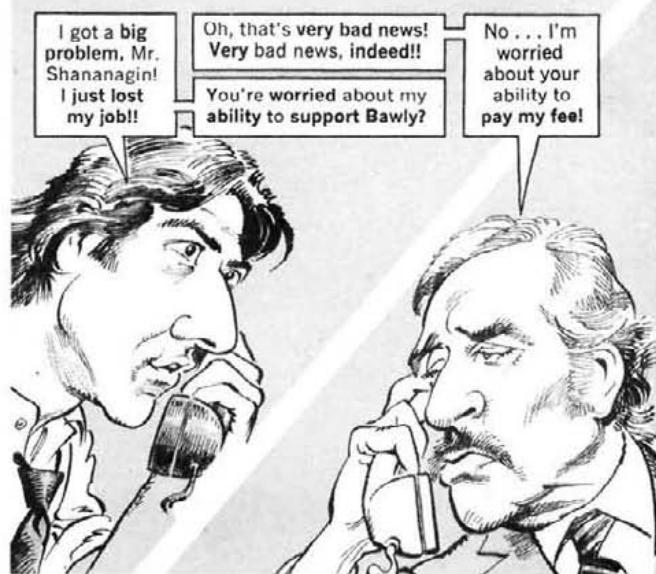
Don't worry about it! You'll get over it! Hey, look how fast I got over losing YOU!

I got a big problem, Mr. Shanaganin! I just lost my job!!

Oh, that's very bad news! Very bad news, indeed!!

You're worried about my ability to support Bawly?

No . . . I'm worried about your ability to pay my fee!



I really need this job!

Why did you leave your last position?

There was a conflict of careers! My career as an Account Executive interfered with my career as a Mother . . . !

Since my Wife walked out on me, I've had to be both Father and Mother around the house!

Mmmm! That can be very confusing! . . .

Especially when I have to LIE and tell myself . . . "Not tonight!! I have a HEADACHE!"

How long have you been at your current job?

Six months!!

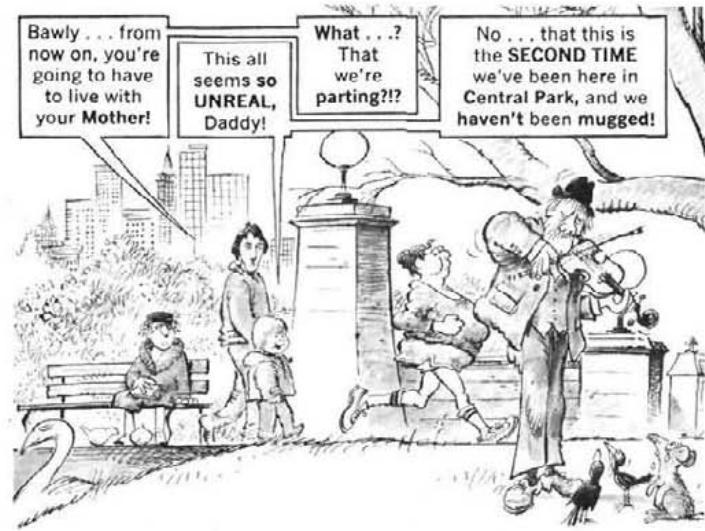
And how much money do you make?

I make \$37,000 a year!

You mean after only six months on a job, you make that much?! Then answer this question: Could you get ME a job there??!

Objection! I've already ASKED the witness that question!





ANTHEM IS AS ANTHEM DOES DEPT.

One of the most popular patriotic songs of all times is "America The Beautiful." Unfortunately, the words are simple and generalized, and have all but lost their meaning in these troublesome times. What we need is a new "America The Beautiful."

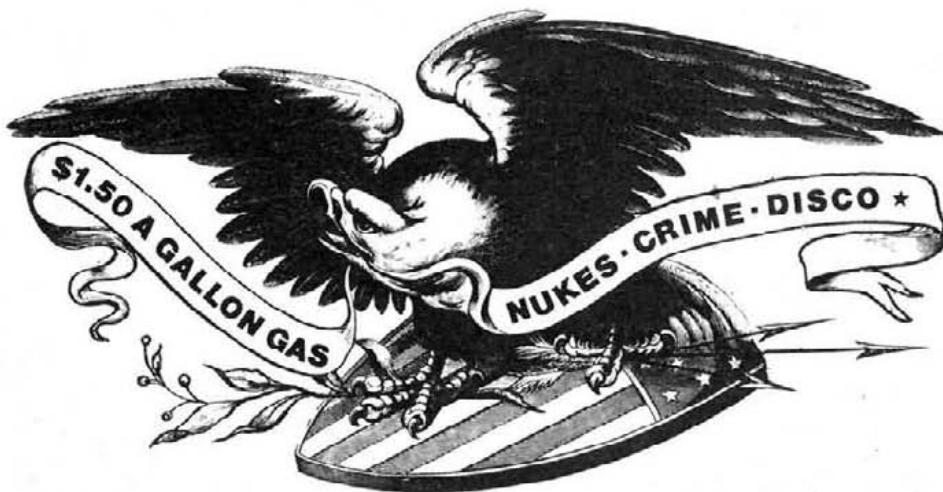
MAD'S UP-DATED RELEASE

AMERICA THE BEAUTIFUL

O beautiful for _____,
For _____;
For _____,

America! America! God shed His grace on thee;

_____.



ful" that has lyrics appropriate and relevant to the world we live in today. So here's your opportunity to re-write this great hymn. Just fill in the numbered blanks with your choice from the corresponding numbered lists, and you'll have

VANT, DO-IT-YOURSELF

WRITER: FRANK JACOBS



spacious skies
smog-filled skies
greasy fries
Nixon's lies
flabby thighs
loud hi-fi's
Christmas ties
rents that rise



amber waves of grain
tons of rotting grain
films that dull our brain
good taste down the drain
spending that's insane
snorting bad cocaine
cars we can't maintain
Tarzan chasing Jane



purple mountain majesties
belching smoke from Factories
nu-clea-r catastrophes
modern-art monstrosities
situation comedies
money-grubbing charities
over-sized monopolies
unemployment miseries



above the fruited plain
which Carter can't explain
we need like flat champagne
and shows like "Super Train"
afflicting us with pain
and Stassen's last campaign
from Oregon to Maine
and debts that still remain



and crown thy good with brotherhood
we'll bravely guard our Visa Card
as prices rise, we'll improvise
we'll do our thing at Burger King
we'll get our kicks from porno flicks
we'll cel-e-brate the Welfare State
with joy we'll bless the I.R.S.
the end is near, but we'll stay here



from sea to shining sea
while wasting en-er-gy
for Donny and Marie
in-to e-ter-nit-y
and pray for NBC
and sing this song off-key
and play the lot-ter-y
and live in bank-rupt-cy



OPPOSITES DETRACT DEPT.

Many self-help books today teach us that **YOU** are fine, **YOU** are great, **YOU** are wonderful. But what about all the other people in the world? Well, **THEY**, as we all know, leave a lot to be desired. **THEY** are very different from **YOU** . . . as you will discover shortly when you read . . .

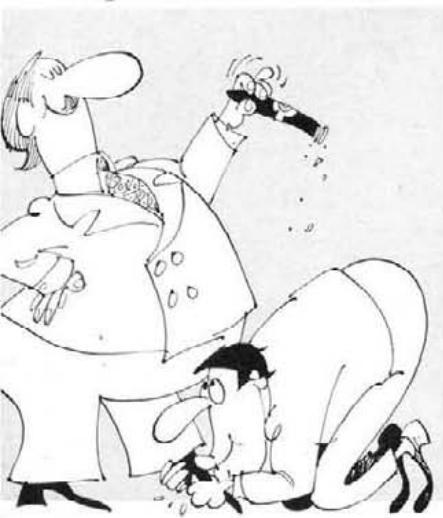


MAD's "TH"

ARTIST: PAUL COKER

THEY

...are a bunch of "Yes"-men.



YOU

...show proper respect to superiors.

THEY

...are cheap.



THEY

...have lousy taste in clothes.



YOU

...believe the "inner you" is more important than surface appearances.

THEY

...would con their own Mother for a buck.



YOU

...have a keen mind for business.

THEY

...are a bunch of neurotics who couldn't cope if it weren't for their "shrinks".



YOU

...benefit from professional advice.

THEY

...are weak jellyfish who can be talked into anything.



YOU

...are flexible.

EY"and "YOU" Book

WRITER: FRANK JACOBS

THEY

...let their kids run wild, like a pack of animals.



THEY

...bad-mouth everyone they know.



THEY

...are pushy.



YOU

...believe in self-expression for young people.

YOU

...tell it like it is.

THEY

...are a bunch of reactionary squares.



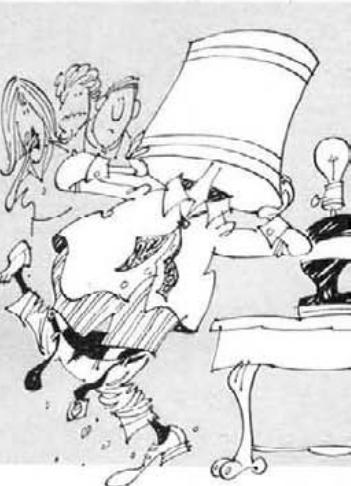
THEY

...ruthlessly claw their way to the top.



THEY

...get drunk and embarrass everyone around them.



YOU

...have a deep regard for tradition.

YOU

...take advantage of every opportunity.

YOU

...are the life of the party.

THEY

... are never on time.

**YOU**

... pride yourself on not being run by the clock.

THEY

... can't hold onto a job.

**YOU**

... enjoy discovering new worlds to conquer.

THEY

... throw their money away, gambling.

**YOU**

... are intrigued by the laws of probability.

THEY

... are insensitive practical jokers.

**YOU**

... have a well-rounded sense of humor.

THEY

... can't be trusted to keep a secret.

**YOU**

... believe in open communication.

THEY

... go along with every ridiculous, half-baked new fad or craze.

**YOU**

... are a disciple of the New Age.

THEY

... camp out, get blisters and are eaten alive by mosquitos.

**YOU**

... enjoy roughing it.

THEY

... are fault-finding nit-pickers.

**YOU**

... have a good eye for detail.

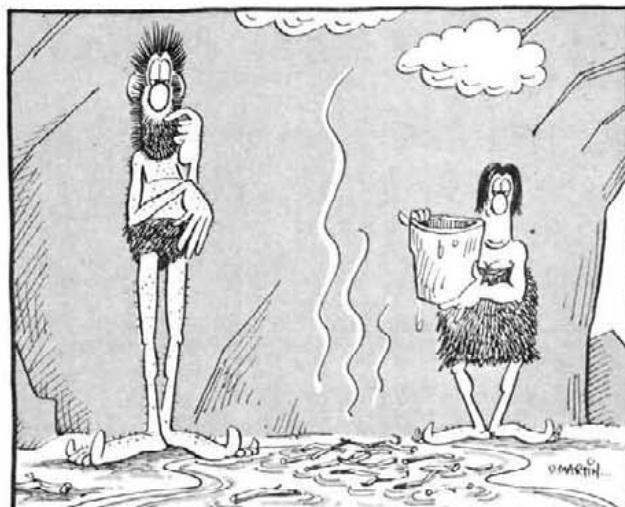
THEY

... bore everyone by showing endless slides of their vacations.

**YOU**

... enrich your friends by exposing them to your discoveries in remote foreign cultures.

ONE FINE DAY IN PREHISTORIC TIMES



GIVE US THIS DAY OUR DAILY DREAD DEPT.

The popular movies today deal mostly with horrible, terrible, disastrous topics—things like killer

sharks, earthquakes, upside-down ships, giant apes, living dead people, and swarms of insects. All of

HORROR MOVIES based on

SUDDENLY... YOUR PEACE AND QUIET IS SHATTERED BY...

THE INVASION OF THE TRANSISTOR PEOPLE

Don't Try
To Escape!
**THEY Won't
Let You!**



STARRING:

Barbra Debbie Janet Helen Pat Dorothy HOWL
STRIDENT BOOM BLARE TREBLE LOUD LOUDER & Linden
With A Special Guest Appearance By ROCK HUDSON As Gunga DIN

Miss Strident's Wardrobe
by Bill BLAST

Based On A Story
By Saul BELOW

Directed By
Orson WALES

Doomed Souls, Trapped In A Terrible Hell With NO END IN SIGHT!!

SEVEN SISTERS PRODUCTIONS PRESENTS

THE LONG GAS LINE

Starring:

Glenn Chita CHEVY CHEVETTE MERCEDES CADDY MERCURY Deborah
FORD RIVIERA Chase Mimieux McCambridge Grant Morris & Car
with Maria Alan MOBIL GETTY Vittorio Featuring Gregory
SHELL ARCO Mercer Davis & GASMAN OPEC
Screenplay By
Mario PEUGEOT Based On A Speech By
Abraham LINCOLN Produced And Directed By
Carlo PONTIAC



Hear The Hit Song "Tanks For The Memory" Sung By Lou ROLLS

which makes us wonder—Why make movies about such unbelievable things when there are so many every-

day true-life horrors we can really relate to? Let us develop this absurd premise for you with these

EVERYDAY DISASTERS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

IDEA BY: MICHAEL J. SNIDER

Their Watchword Is TERROR!
Their Weapon Is FEAR!!
Their Target Is YOU!!!

RELENTLESS
CREATURES
ON THE
PROWL!

IT'S BACK... To Torment You...
Embarrass You... Disgust You!

UNCONTROLLABLE
CREEPING
HORROR!

1040 PRODUCTIONS PRESENT
**THEY CAME FROM
THE I.R.S.**



starring:

TAX AUDIT Irene SHECKLES
Von Sydow Murphy Dun & Green

with:

PENNY Mike Myron Lorne
Marshall NICKELS COIN & GREENBACKS

Produced by BUCK Henry Directed by David LIEN

Hear The Hit Song "Everything I've Got Is Theirs"
Sung by Johnny CASH

"They've spared no expense!"—Business Week

THE RETURN OF THE FLARB



STARRING:

Edie GOURMET	Robert SNACK	George GOBBLE	Robert GULP
Barbara HERSHEY	Ray BULGER	Blythe DINNER	Regis TUMMY

WITH:

Senta BURGER	Oscar WEINER	E. G. MORSEL	Larry STARCH
Screenplay by George PLUMPTON	Based On A Story By Rex STOUT	Music By FATS Waller	Orchestra Conducted By Charles MUNCH

"Fills the screen!"—Weight Watcher's Magazine

Human Zombies In A Terrifying World Of Darkness!

PANASONIC PICTURES PRESENTS

DEATH OF A PICTURE TUBE

THEY CRIED
FOR HELP—
BUT COULD
THEY PAY
THE PRICE?



Starring:

SONY ★ G. E. ★ SYLVANIA ★ Anna ★ ZENITH
Bono ★ Marshall ★ Mangano ★ MAGNAVOX ★ Bethune

with Don KNOBS Red BUTTONS Lorretta SWITCH

and featuring Adam WESTINGHOUSE as "Black Man"

Screenplay By Gore VIDEO & Truman KAPUT

Based On A Remark By Coco CHANNEL

HE PREYS ON UNSUSPECTING VICTIMS!

RIP OFF PICTURES PRESENTS

THE REPAIRMAN



Featuring

Vincent ★ BILL ★ Meryl ★ James
PRICE ★ Cosby ★ STEEP ★ CON

With

Bert PARTS and Rod LABOR

"You'll get a big charge out of it!"

—National Inquirer

It Disappeared Into Space... Never To Return!

THE LOST FILLING



starring: Dick CAVITY ○ Monty HOLE ○ Rita GUM ○ ROOT Gordon ○ Jeff BRIDGE ○ Bucky DENTURE & The N.Y. YANKERS

Screenplay By
Ogden GNASH

Based On The Book By
Clare TOOTH LOOSE

From A Remark By
AL CAPS

Music By
Gustav MOLAR

"Hard-bitten drama that's pure gold!"
—Dental Age

THE MOST
DEADLY
KIND OF
FALL OUT!

DON'T MISS THE EXCITING OPENING!

Their Pleasure Is Your Horror! Your Life Will Never Be The Same After . . .

CREATURES
OF THE NIGHT
WHO PREY
ON YOU!

THE DAWN OF THE BORING GUESTS

UNINVITED
THEY COME!
UNWANTED
THEY STAY!



STARRING:

Arlene Michael J. Kier Alain

Delores Dom

Harry

DULL • DULLARD • DULLEA • DULLON • DULL RIO • DULLLOUISE • DULLEFONTE

Screenplay By Gore VIDULL • Directed by Roy DULL RUTH • Produced By Dino DULLARENTIIS

You May NEVER Want To Use Your Phone Again
... After You've Been Put...

ON HOLD



Starring:

TONE DIAL CALL RING
E. Roberts • Waggoner • Malden • O'Starr
Lucille • Ruth • WAIT & Virginia
BELL BUSY • NEWTON & WAIT

"A film you can really get hung up on!"

-The New York Times

Days Of Agony! Nights Of Torture!

CONGESTED PRODUCTIONS PRESENTS

the bug that's going around



Starring:

AIL HOARSE Candy FLU
MacGraw ★ Bucholz ★ BARF ★ Ferrigno
Loretta Meryl CHILL Guy
SWEAT ★ STREP ★ WILLS ★ MEDICINE
with a cameo appearance by DRISTAN Hoffman
THIS MOTION PICTURE IS RATED "VIRUS X"

"It'll make you sick to your stomach!". A.M.A. Journal



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... INF





LATION

ARTIST & WRITER:
DAVE BERG



Therefore, I have decided to give a TEN DOLLAR AWARD to anyone who can come up with a MONEY-SAVING IDEA . . . !!

CUT the award to FIVE dollars!









BLOWING THEIR COVERAGE DEPT.



Brain Surgeons and Concert Pianists have something in common: "VIH", or "Very Important Hands." And because of this importance to their careers, they usually have their hands insured. But what about other people with special physical characteristics or talents or abilities? Shouldn't they qualify for special coverage, too? We'll show you what we mean with . . .

SOME MAD EXAMPLES OF CELEBRITIES' HIGH-VALUE INSURANCE POLICIES



AMBIGUITY INSURANCE

INSURED:

Jimmy Carter
President of the
United States

EFFECTIVE DATE:

January 20, 1977

BENEFICIARY

The Democratic
National Committee

TERMS

WHEREAS . . .

the Insured has attained a recognized ability in the areas of skirting the issues, dodging embarrassing questions and equivocating in general . . . and . . .

WHEREAS . . .

any loss of the Insured's ambiguity could well cost him a second term as the President of The United States . . .

THEREFORE . . .

ANY CERTIFIED LOSS OF AMBIGUITY SHALL BE COMPENSATED IN ACCORDANCE WITH THE CONDITIONS OF THIS POLICY

*Including the reduction or complete loss of Insured's capabilities for ducking, avoiding, evading, deferring, delaying, postponing or rescheduling matters of national importance.



INSURANCE WRITERS FOR SPECIALIZED INTANGIBLES

PAIN THRESHOLD INSURANCE

NAME OF INSURED:

Evel Knievel

DATE OF ISSUE:

November 1, 1977

LLOYD'S OF WICHITA

agrees to make monetary compensation for any reduction of pain tolerance or decrease in pain threshold that renders the Insured unable to endure injuries including, but not limited to, those described in the paragraphs below which the Insured might sustain in the course of the pursuit of his normal (?) vocational activities.

(1) WIPING OUT DURING MOTORCYCLE JUMPS OVER CARS, BUSES, BUILDINGS OR SHARK-INFESTED SWIMMING POOLS.

(2) PLUNGING, CAREENING, TRIPPING, DIVING OR OTHERWISE FALLING FROM ANY PRECIPICE, AND STRIKING ROCKS, BOULDERS, OUTCROPS, ONLOOKING FANS OR OTHER SIMILAR INANIMATE OBJECTS.

(3) FAILING TO CLEAR THE GRAND (OR ANY OTHER) CANYON VIA MOTORCYCLE, SKATEBOARD, POGO STICK, POLE VAULT OR ATOMIC-POWERED ROLLER SKATES . . .

PURSUANT TO TERMS AND STIPULATIONS ENUMERATED IN THE FOLLOWING PAGES.



"Insuring Personality Traits
Of The Eccentric For 75 Years"

Prissiness Insurance

NAME OF INSUREE

Tony Randall

POLICY NUMBER

5 893 76 446

ENDORSEMENT

Basic indemnities for this policy shall be payable upon receipt of statement by Wife, or Children, or Psychiatrist, that the Insured . . .

TONY RANDALL

has ceased to demonstrate prissy tendencies for period of one year.

Proof of the Insured's loss of his prissiness, his most identifiable personality trait and his primary asset as a Talk Show Guest, may be challenged, and final determination of claim validity shall be based on behavior exhibited by the Insured on at least one (1) such Talk Show.



ANATOMICAL PARTS
INSURANCE COMPANY
OF BEVERLY HILLS

hereby issues

NOSE INSURANCE

to

Barbra Streisand

POLICY DATE:

May 25, 1967

EXPLANATION OF COVERAGE

This policy provides guaranteed indemnities in the event of damage or injury to... and illness or theft of... the Insured's famous physical trademark and logo; her proboscis; also known as her nose, schnoz, magnificent beak, horn of plenty, fresh air exchanger, pollen-catcher, great honker, facial divide, Son of Durante and "Port of 1000 Sneezes."

ADDENDUM

This policy shall hereby provide Double Indemnity in the event that the nose is forcibly fixed, bobbed or straightened without explicit consent in writing by the Insured.

NASAL HAIR CONTINGENCY

Due to the extraordinary value of the aforementioned nose, associated nasal hairs shall be included in this coverage pursuant to an accurate inventory of the individual hairs by Prize-Waterhouse, independent accountants.



PEDANTIC OF MASSACHUSETTS

Insurance Underwriters For The Erudite Academician and Most Abstract Concepts

VOCABULARY INSURANCE

NAME OF INSURED:

William F. Buckley Jr.

POLICY DATE:

August 16, 1975

SINCE

the Insured relies upon the range, aptness and total obscurity of his vocabulary to an inordinate degree,
AND SINCE

any diminution of said vocabulary would be baneful and deleterious to his remunerative public image,

THEREFORE BENEFITS WOULD BE FORTHCOMING IN ANY OR ALL OF THE FOLLOWING CASES:

(1)

If the Insured is forced to consult a lexicon to establish the etymology of any word with less than 4 syllables.

(2)

If the Insured is unable to truncate, vitiate or etiolate tendentious redonundancies by liberal janissaries, or

(3)

If the Insured is unable to grasp any portion of this Insurance Policy without resorting to use of a Dictionary.

THIS POLICY SHOULD BE READ CAREFULLY AND FULLY UNDERSTOOD, FOR ANYONE OTHER THAN THE INSURED, THIS COULD TAKE TIME.





"America's Least-Known Insurance Company"

ANONYMITY INSURANCE

NAME OF INSURED:

Walter Mondale
Vice President, U. S. A.

POLICY NUMBER:
820 337 916 8

DATE OF ISSUE:
January 20, 1977

Incognito Mutual Of Indiana hereby certifies that the above named Insured is covered for loss of anonymity resulting from any or all of the following:

- (1) Conspicuous or noteworthy achievement of any kind, in or out of government.
- (2) Accession for any reason to the office of President of the United States.
- (3) Election or appointment to any office (or position) of greater importance or increased visibility, including:
 - (a) School Board Commissioner, Cheyenne, Wyoming
 - (b) Animal Control Officer, Medford, Oregon
 - (c) Building Inspector, Hobbs, New Mexico

Incognito Mutual Of Indiana will consider the Insured to have lost his anonymity when (1) he is no longer sufficiently unknown to qualify for any American Express Commercials, or (2) his children are able to recognize him when they are in need of their allowances or other paternal assistance.



Issues The Following

Accent Insurance

To

Charo Gutchy-Gutchy
Policy Number:
567 098 203937576

CERTIFICATE

This policy provides full coverage against any lapses into correct pronunciation, or loss of accent which may directly or indirectly result in:

- (1) Perceptible decline in her popularity due to loss of her famous "trademark".
- (2) Cancellation of TV shows.
- (3) Being forced to carry on her career in Show Business by relying upon nothing but her God-given talent andability.

DUE TO RECENT FEDERAL REGULATIONS, THIS POLICY HAS BEEN WRITTEN IN A PLAIN, EASY-TO-UNDERSTAND ENGLISH FOR THE BENEFIT OF THE INSURED. IT IS ALSO AVAILABLE TO HER IN A BEARLY DECYPHERABLE "CUTSEY" ENGLISH WITH APPROPRIATE ACCENT DISTORTIONS.



STOICAL LIFE OF CALIFORNIA

Facial Immobility Insurance

ISSUED TO

Clint Eastwood

POLICY NUMBER
T71 903 562 F1

ENDORSEMENT

In accordance with the stated terms and listed limitations of this policy,

STOICAL LIFE OF CALIFORNIA
agrees to pay benefits as stipulated in the event that the Insured, namely

Clint Eastwood

appears in any feature film in which he registers a visible emotion of any kind, thereby ending his streak of 31 starring roles without one clue as to his inner feelings, motivations or reactions to the characters around him.

DOUBLE INDEMNITY PROVISION

Benefits at twice the basic rate will accrue to the Insured in the extremely unlikely event that he displays two (2) emotions in the same picture.

THIS POLICY SHOULD BE KEPT IN A SAFE PLACE ALONG WITH OTHER DOCUMENTS WHICH MIGHT BE DIFFICULT TO REPLACE . . . SUCH AS FAVORABLE REVIEWS OF THE SAID INSURED'S PAST PERFORMANCES.



MORE LEGENDAR



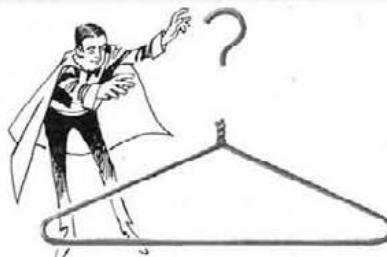
AHAB'S
WIRE HANGER



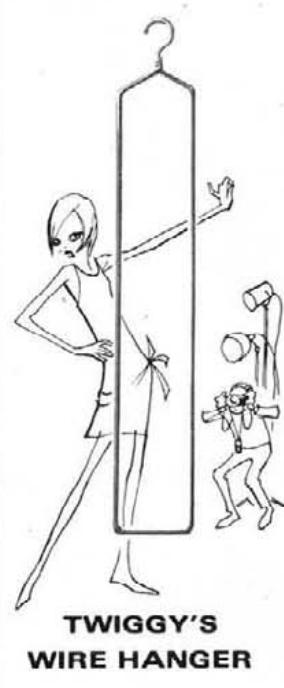
VENUS DE MILO'S
WIRE HANGER



SUPERMAN'S
WIRE HANGER



HOUDINI'S WIRE HANGER



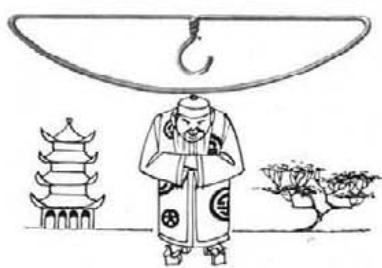
TWIGGY'S
WIRE HANGER



LITTLE JACK
HORNER'S
WIRE HANGER



SIVA'S
WIRE HANGER



CONFUCIUS'S
WIRE HANGER

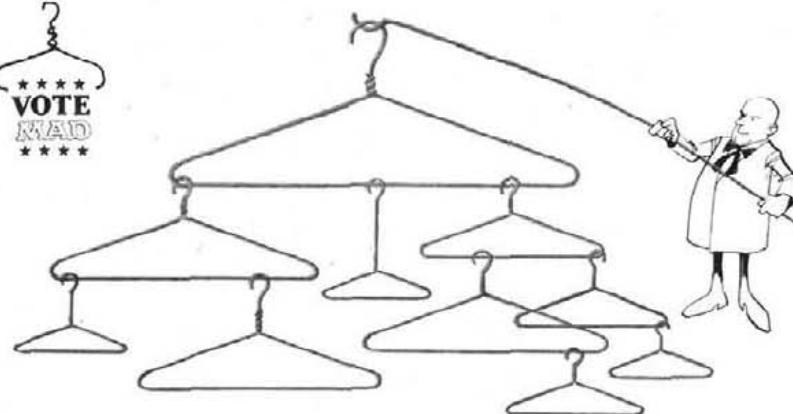


DEAN MARTIN'S
WIRE HANGER

Y WIRE HANGERS

ARTIST: BOB CLARKE

WRITER: PAUL PETER PORGES WITH JOHN RIOS



ALEXANDER CALDER'S WIRE HANGER



KING DAVID'S
WIRE HANGER



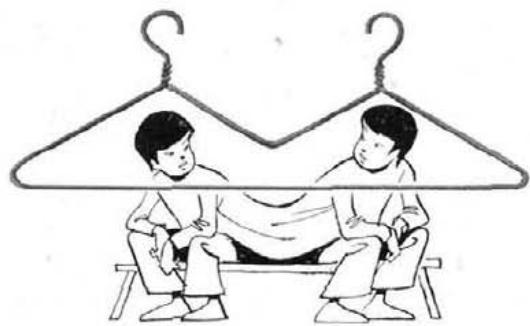
CHEOPS'
WIRE HANGER



GLORIA STEINEM'S
WIRE HANGER



HUMPTY DUMPTY'S
WIRE HANGER

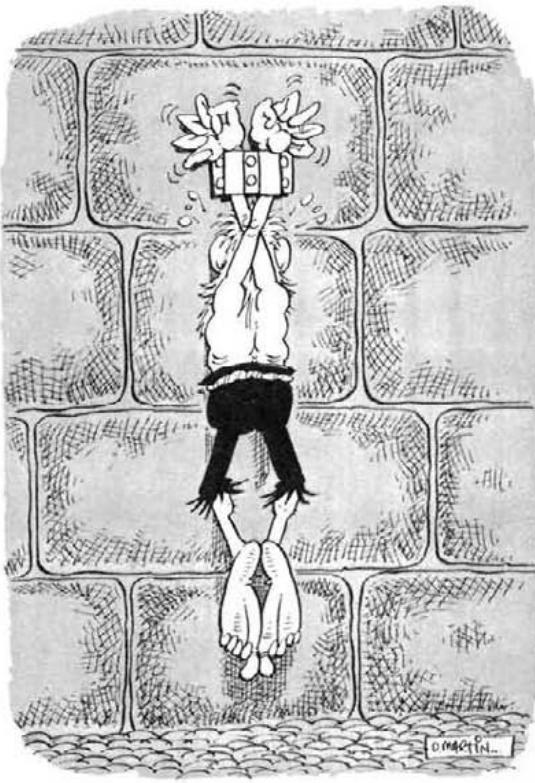
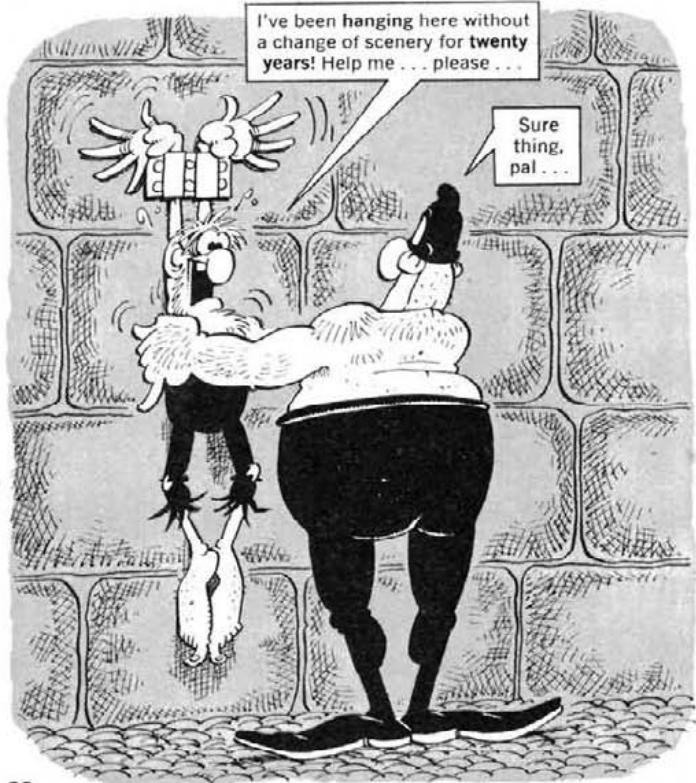
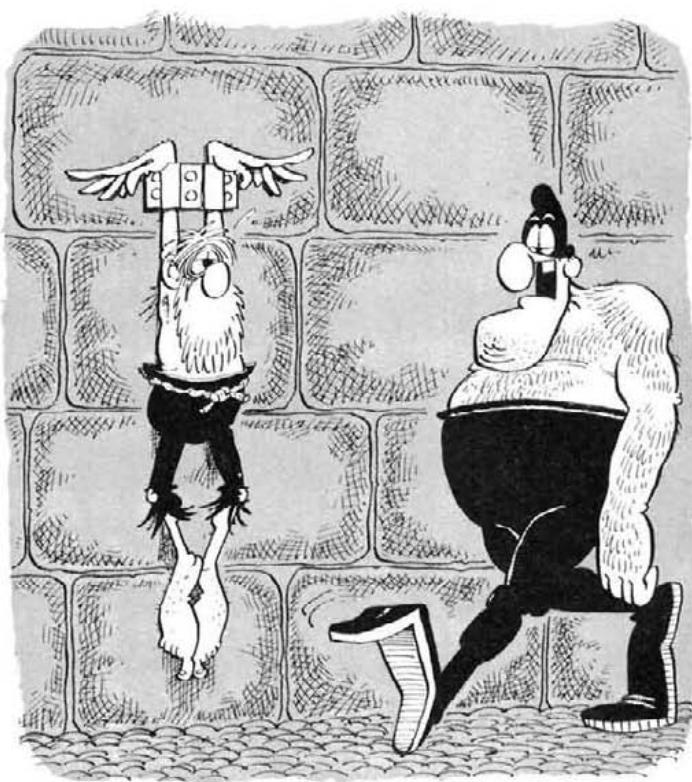
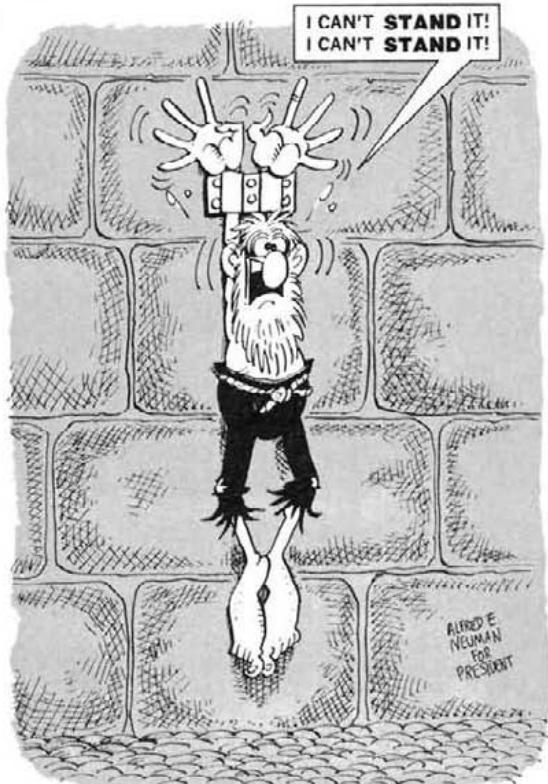


THE SIAMESE TWINS'
WIRE HANGER



LIBERACE'S WIRE HANGER

ONE FINE DAY IN THE MIDDLE AGES



FEET ACOMPLI DEPT.

One of the newest and fastest-rising sports here in the United States is also one of the oldest and most popular sports in just about every other country in the world. We're referring, of course, to Soccer. Those of you who are familiar with Soccer might as well skip this article . . . because there is nothing in it you don't know! Those of you who are unfamiliar with Soccer might as well skip it, too . . . because there is nothing in it you'll want to know! Which leaves us and the Printer to enjoy . . .

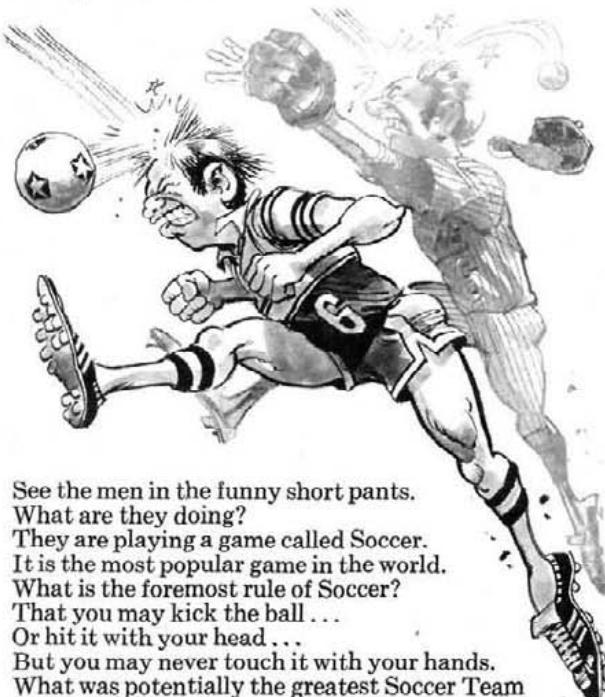


ARTIST: JACK DAVIS
WRITER: LARRY SIEGEL

THE MAD SOCCER PRIMER

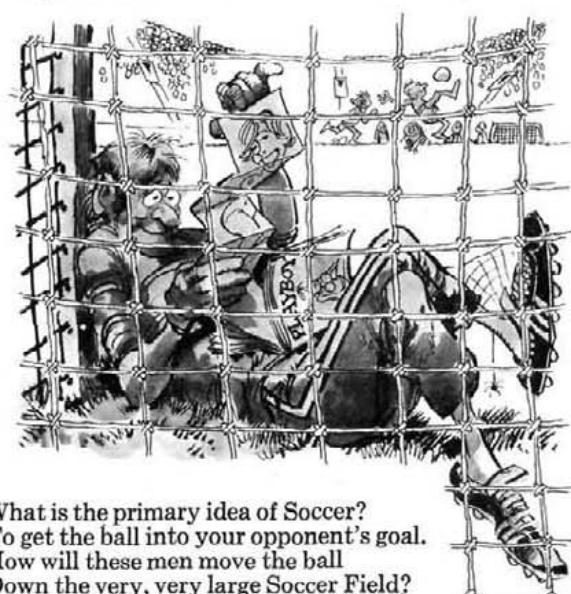


Chapter One



See the men in the funny short pants.
What are they doing?
They are playing a game called Soccer.
It is the most popular game in the world.
What is the foremost rule of Soccer?
That you may kick the ball . . .
Or hit it with your head . . .
But you may never touch it with your hands.
What was potentially the greatest Soccer Team
In sports history?
Probably the 1979 New York Mets.

Chapter Two



What is the primary idea of Soccer?
To get the ball into your opponent's goal.
How will these men move the ball
Down the very, very large Soccer Field?
Perhaps by dribbling it with their feet.
How else will they move the ball?
Perhaps by passing it with kicks.
When do you think one team will get the ball
Close enough to take a shot at the other goal?
Perhaps by next Thursday.

Chapter Three

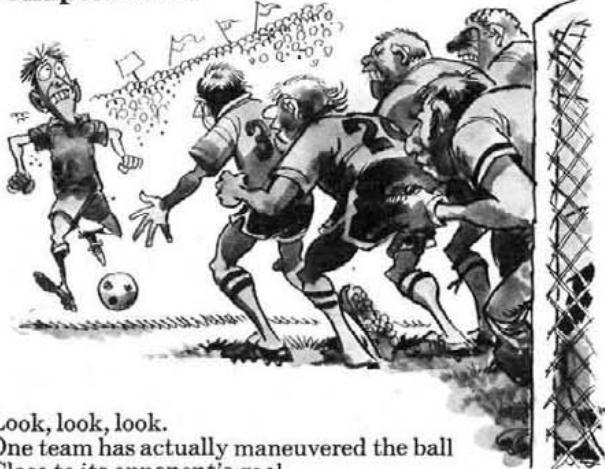
* Alfred E.
* Nemuan *
for President



Soccer is considered to be
The fastest-growing sport in the United States.
Here we see two typical American Soccer Teams in action.
There are eleven men on a side in Soccer.
How can we tell that these 22 players
Make up two typical American Soccer Teams?
Because on the field, this is what we see . . .
(And suppose, instead of saying it,
We sing it . . .)

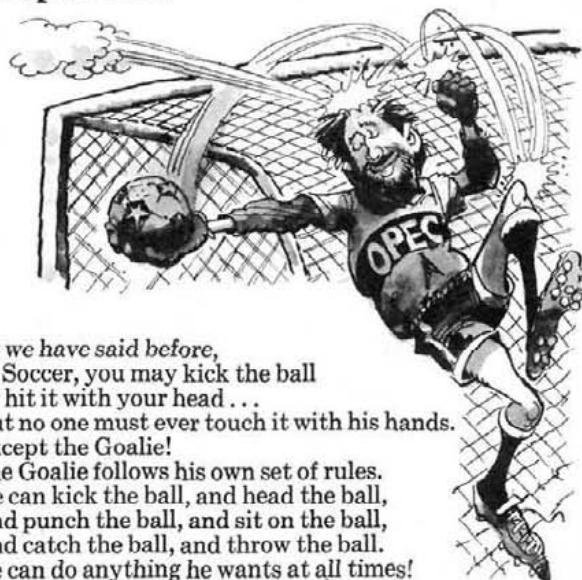
Six Germans running,
Five Ar-gen-times.
Four Spanish Backs,
Three French men,
Two Turkish Wings,
And a pair o-of Polish Goal-ies!
How come there are no Canadians playing American Soccer?
Because they are busy in Chicago and Boston and Detroit
Playing American Hockey!

Chapter Four



Look, look, look.
One team has actually maneuvered the ball
Close to its opponent's goal.
Isn't it exciting?
This the first time it has happened today.
And they have only been playing for 78 minutes!
Now, all they have to do is penetrate a defensive wall
Of two Center-Backs, a Right-Back, and a Left-Back . . .
Not to mention the Goalie . . .
And they might get a shot at the goal.
What are the chances of scoring in Soccer?
About the same as Truman Capote's chances of scoring
At the office Christmas Party of Cosmopolitan Magazine.

Chapter Five



As we have said before,
In Soccer, you may kick the ball
Or hit it with your head . . .
But no one must ever touch it with his hands.
Except the Goalie!
The Goalie follows his own set of rules.
He can kick the ball, and head the ball,
And punch the ball, and sit on the ball,
And catch the ball, and throw the ball.
He can do anything he wants at all times!
He even wears a different-colored jersey
Than his team-mates.
The Goalie is a very important and powerful person.
What will this Goalie do when he retires from Soccer?
Either become the Dictator of a South American country
Or Chairman of OPEC.

Chapter Six



See the crowd watching an American Soccer game.
A Soccer crowd is a lot like the United Nations.
Why is that?

Because it is comprised of people
Of all different nationalities?

Partly...

But also because they make a lot of noise
And they usually accomplish nothing.

South Americans are fascinated
By the teamwork in Soccer.

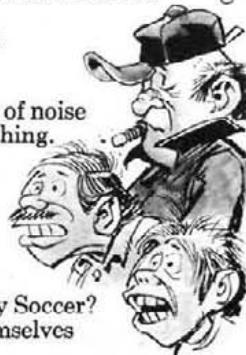
Europeans are fascinated
By its finesse.

Asians are fascinated
By its competitive spirit.

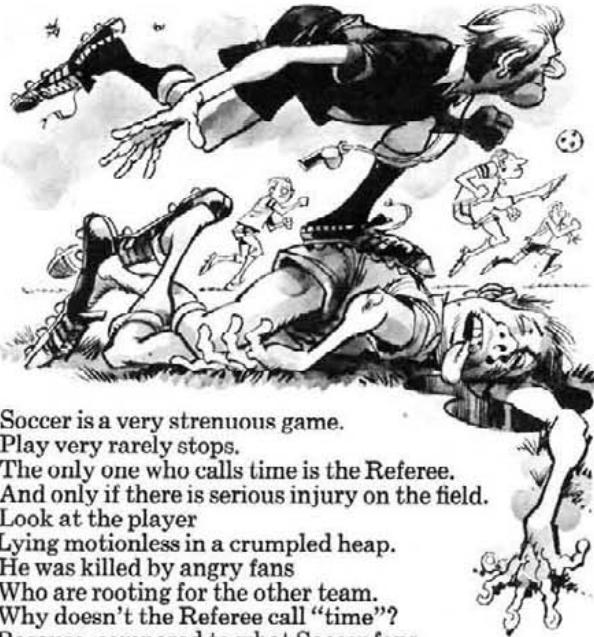
Why are Americans fascinated by Soccer?
Because they want to see for themselves

If it's true that Soccer

Is the only sport ever created
That is more boring than Baseball.



Chapter Eight



Soccer is a very strenuous game.
Play very rarely stops.

The only one who calls time is the Referee.
And only if there is serious injury on the field.
Look at the player

Lying motionless in a crumpled heap.
He was killed by angry fans
Who are rooting for the other team.
Why doesn't the Referee call "time"?
Because, compared to what Soccer fans
Usually do to rival players,
Death is not considered a serious injury.

Chapter Seven



See the angry Soccer fans.
They take the game very seriously
And they have very short tempers.
Look, look, look.

The stands have gone berserk.
The Italian fans are beating up on the British fans.
The Brazilian fans are belting the Portuguese fans.
The Indonesian fans are pounding the Egyptian fans.
Isn't this dreadful? !
Isn't it inexcusable? !
It sure is! !
Don't they realize that
Because of this terrible racket they're making,
They just woke up the American fans? !



Chapter Nine



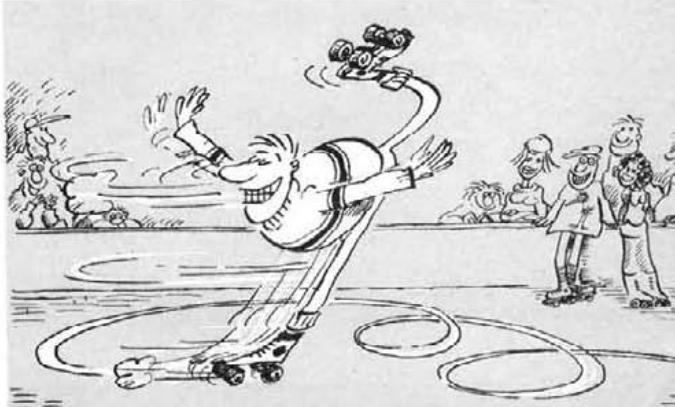
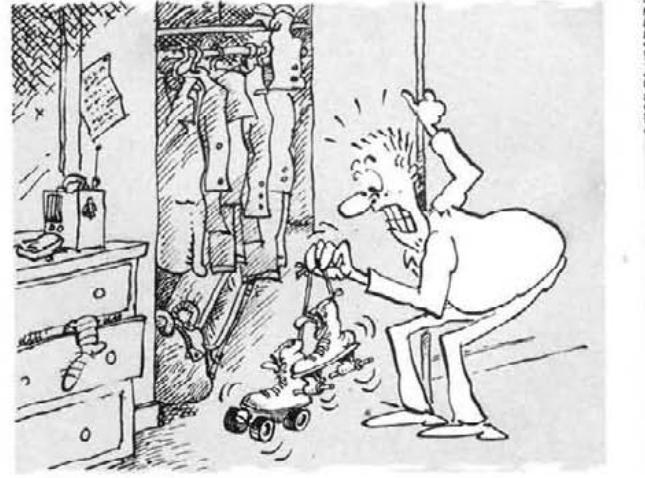
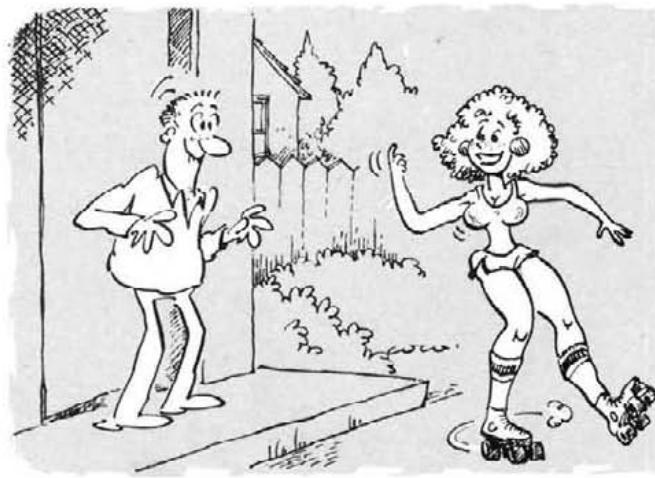
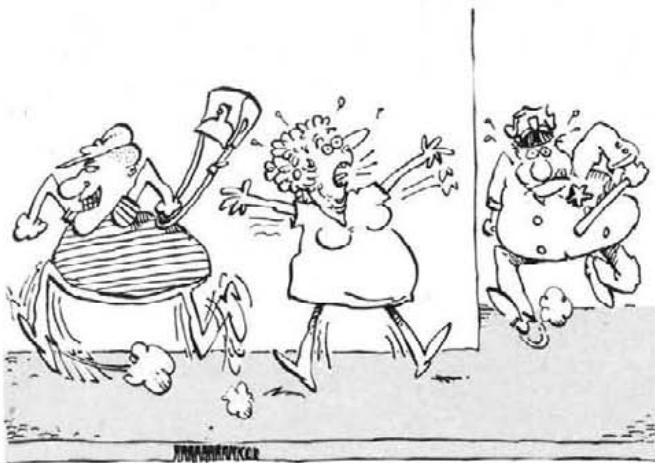
VOTE
MAD

Soccer is a very democratic sport.
Almost anybody can play it.
Weight and height are unimportant.
See that 14-year-old boy?
He is only 4-feet, 11 inches tall.
He doesn't have to grow up to be 7 feet tall
So he can look like Bill Walton
And play Professional Basketball.
Instead, he can grow up to be only 5 feet 8 inches tall
And look like Pelé
And play Professional Soccer.
But supposing he doesn't grow up at all? ?
That's okay, too.
He can always look like Paul Williams
And write songs.
Come to think of it,
Who needs Soccer? ! ?

ROCKIN' THE ROLLERS DEPT.

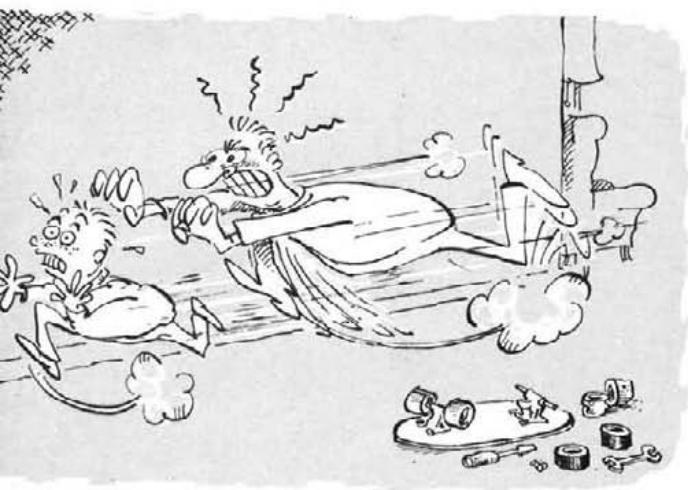


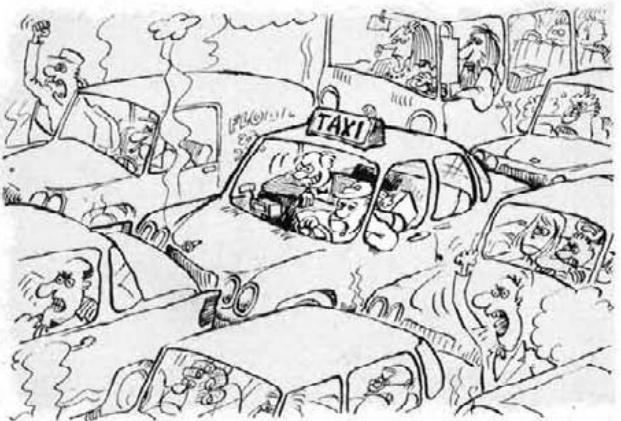
A MAD LOOK AT...



SKATING

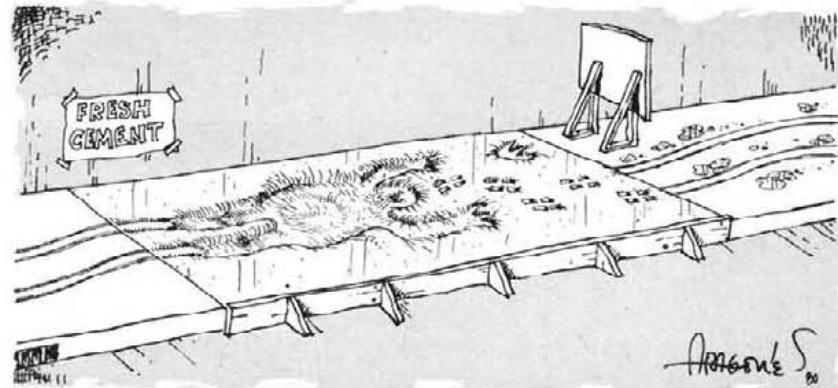
ARTIST & WRITER: SERGIO ARAGONES







Alfred E. Neuman
for President



JUST ONCE, W



... find a Cop when you need one!



... spill coffee on a Waitress!



... yell at the Boss for being late!



... have a blind date turn out to be the girl of your dreams!



... and have her feel the same way about you!



... think of the perfect put-down the minute you need it, not two days later.



40 ... charge your Doctor for all the time you spent in his waiting room!



... hear some Medical news that's right up your alley!



... make a Repairman lose almost a whole day's work waiting for you!



WOULDN'T YOU LIKE TO



... hear some encouraging news from the Government!



... get on the line that moves the fastest!



... cut off a Telephone Operator while she's talking to a friend!



... pass up a cab driver, leaving him standing outside in the rain!



... see a famous Designer wearing something with your name on it!!



... see a Cigar Smoker get deathly ill from the odor of your cologne.

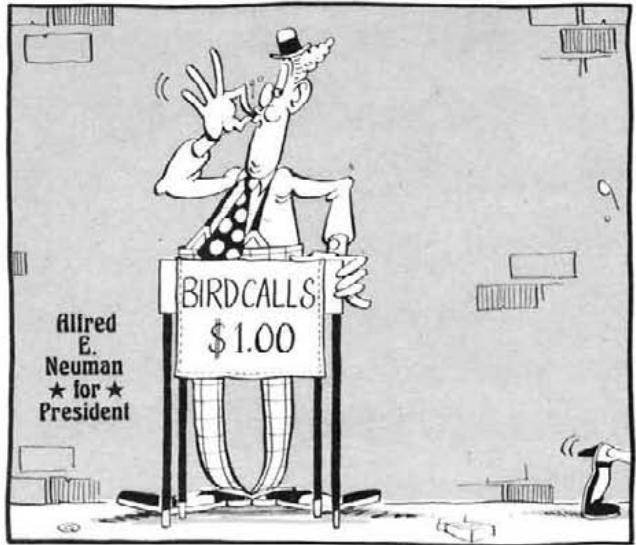
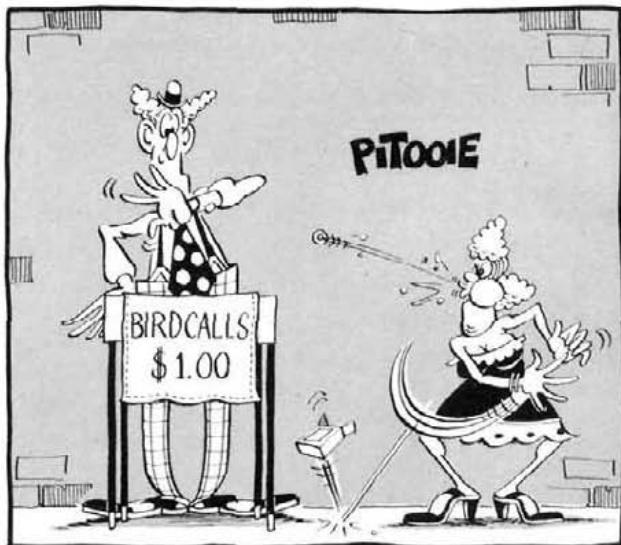


... ignore a Waiter who's in a big hurry.



... be the person they call to ask what you think of the show that's on the TV!

ONE FINE DAY ABOUT TWO WEEKS AGO



HE'S A GARNER DEPT.

Ever since Television became the national pastime, there have been shows featuring advice-giving Fathers . . . like "Eight Is Enough" . . . and shows featuring Private Eyes . . . like "Barnaby Jones." But several years ago, some creative TV Producer got the brilliant idea to combine these two tiresome formats into one show! The results . . . ? All we can say is, "ONE is enough!" You'll see what we mean with our version of—

THE CROCKFORD FILES



This is Jam Crockford!
I'm not at home right
now! Leave your name
and message, and I'll
get back to you . . .

Thanks for letting
me know you ain't
home, Crockford!
I'll be right over
to rip off your pad!

Jammy, I'm ashamed of
you! Jus' look at this
mess! I tol' you, when
you have friends over,
play outside! Gol-ly,
what's a Father t'do?!

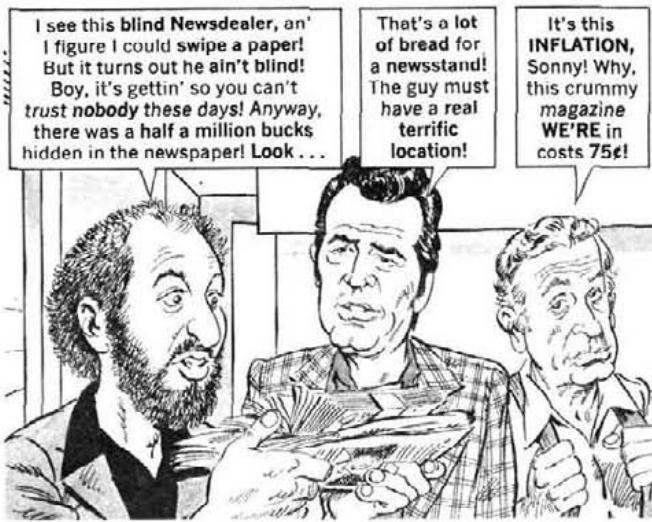
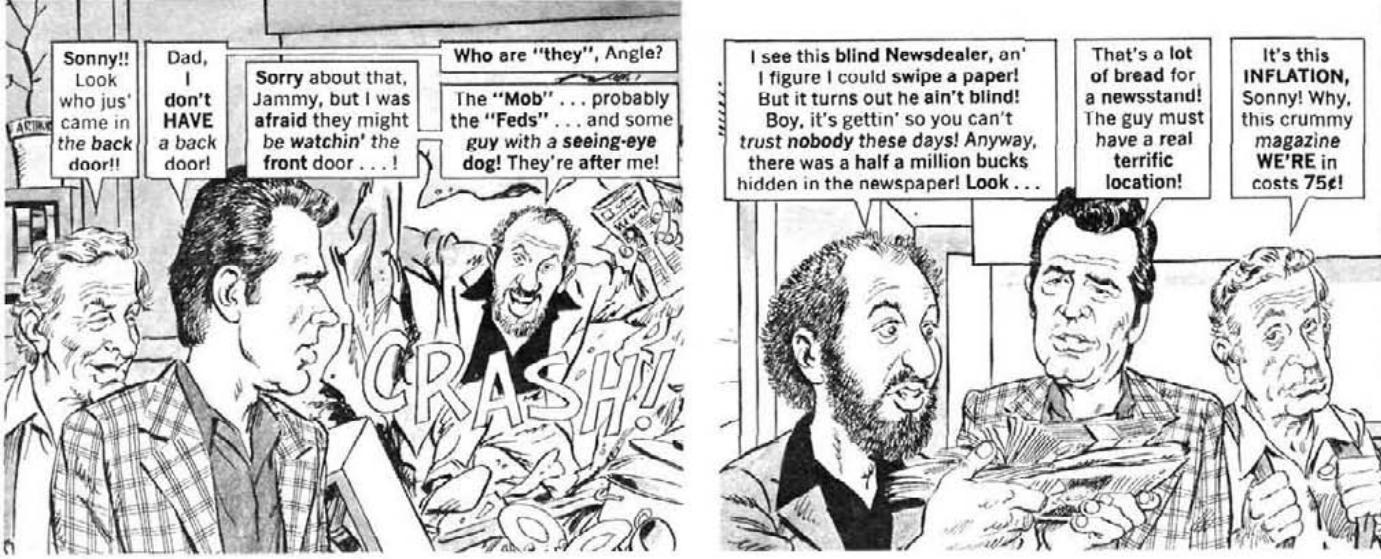
I didn't
do this,
Crocky! I
was ripped
off!!

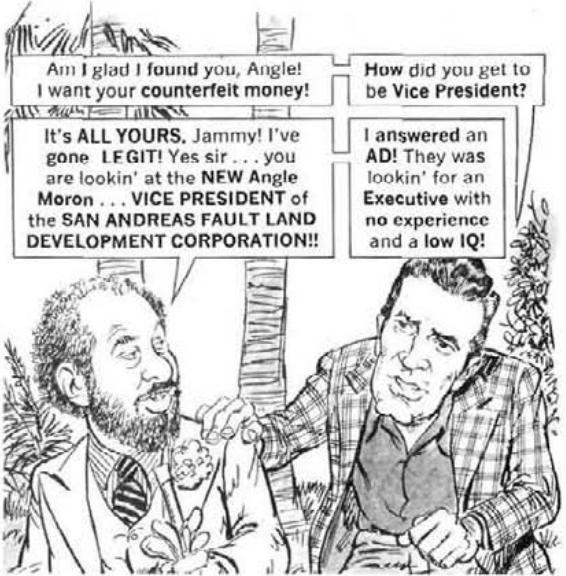
That Burglar fella
must be new at the
game! Imagine, rob-
bin' a Private Eye
who never gets paid!

What did they get, Jambo . . . ??

Actually, Menace, nothing seems
to be missing! In fact, the guy
left a \$5 bill and this note . . .
"You need this more than I do!"

I'LL take
that! It's
evidence!
NOT the
note, the
five bucks!





How did you get to be Vice President?

It's ALL YOURS, Jammy! I've gone LEGIT! Yes sir . . . you are lookin' at the NEW Angle Moron . . . VICE PRESIDENT of the SAN ANDREAS FAULT LAND DEVELOPMENT CORPORATION!!

I answered an AD! They was lookin' for an Executive with no experience and a low IQ!

It's a fantastic job, Jammy! Man, I got this office, and I sit at a desk and I sign papers and I take a lot of "physicals"! See, I'm what they call a "Key Personnel", so they keep takin' out these INSURANCE POLICIES on me . . . ten million bucks worth so far!

Angle, it sounds like a SET-UP! They're going to KILL YOU for the INSURANCE!

Yeah? You think I should QUIT?!

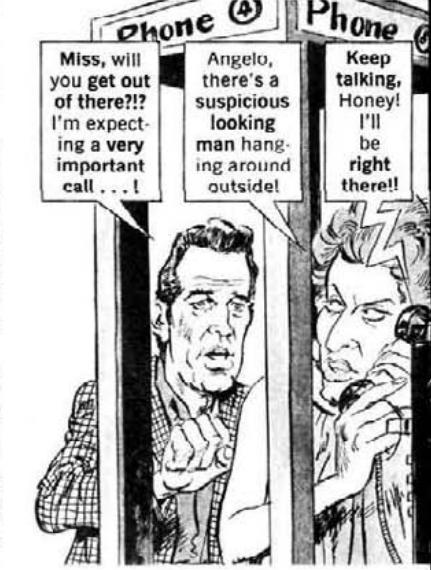
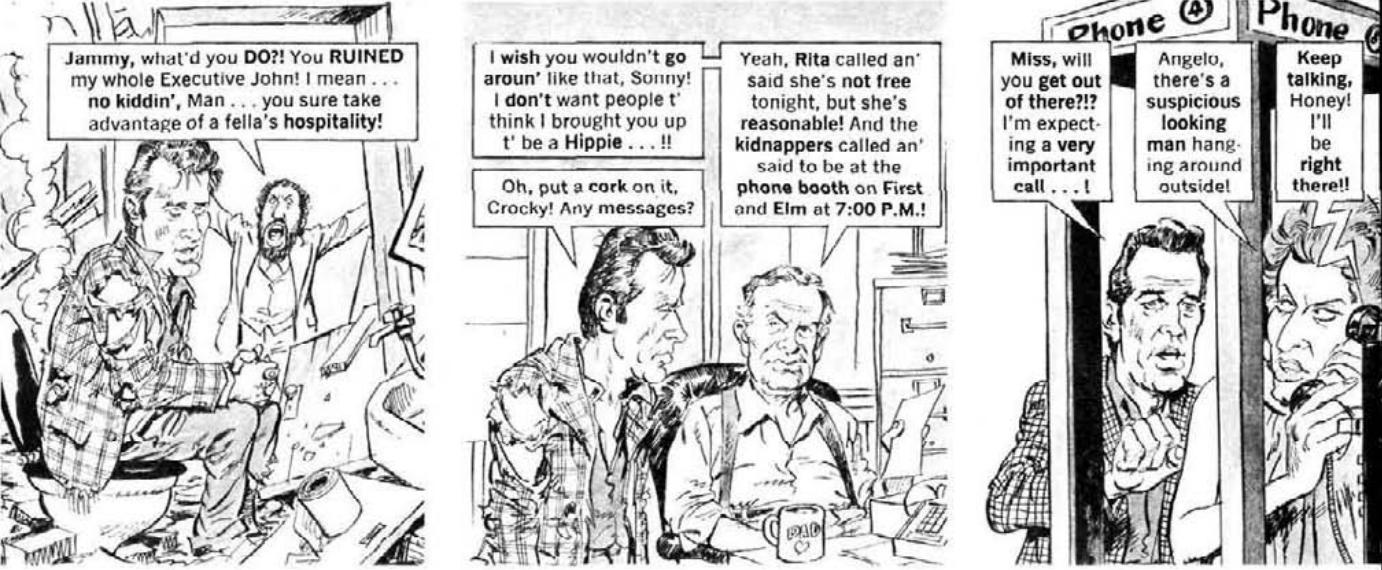
No . . . but how about taking out ANOTHER POLICY and naming ME the beneficiary!

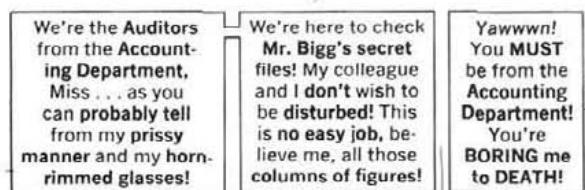
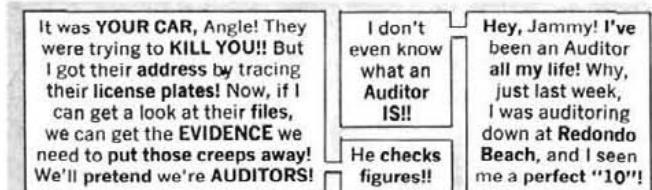
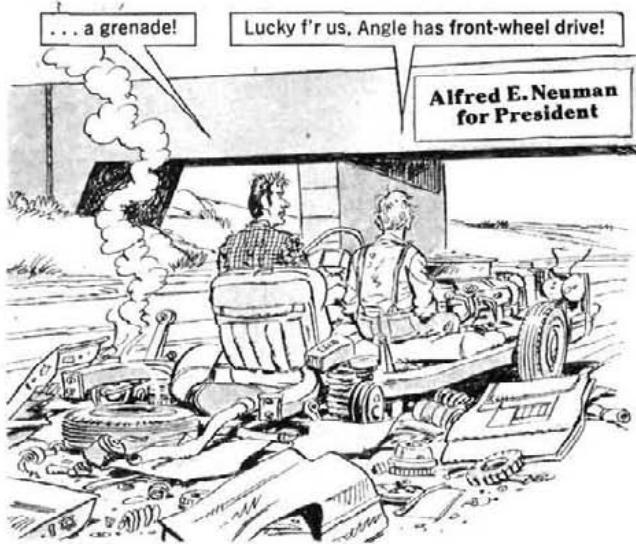
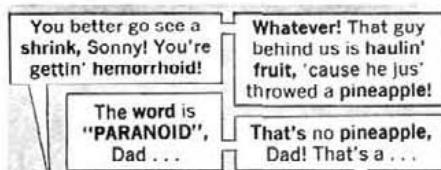
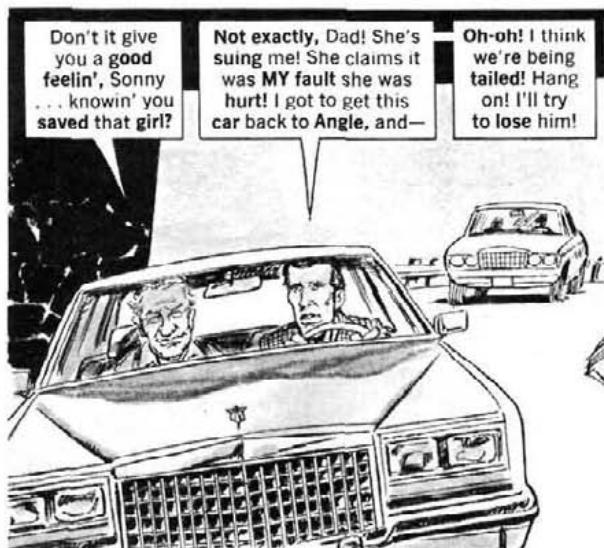


Angle, don't you see? They're trying to KILL YOU!!

Jammy, you're gettin' paranoid! Why don't you go into my private John and freshen up! Man, I used to think that Executives went to the John like everyone else . . . but they don't! I mean, I got me a soft seat and a gold handle . . .







Gee, Jammy, this playing Auditor is almost as much fun as playing Doctor! Hey—will you look at that . . . ?!

Wow! Here it is, Angle . . . ! The proof that they hired you so they could kill you and collect the insurance!!

And, in one of those familiar TV plot coincidences, they're the SAME gang that kidnapped the girl! They used the ransom money to pay all the insurance premiums!

That's RIGHT! And now, we're gonna take you two for a RIDE!

Hey, you wouldn't wanna take ME for a ride! I mean, I get CAR SICK! You wouldn't want me barfing all over your nice new Lincoln, wouldya?

Yeah? Well, where ARE they? We have been here for FIFTEEN minutes ALREADY!



Okay, drop those guns!

It's about time, Menace! What took you so long?

Crocky didn't give me your message until after we'd been talking for about fifteen minutes or so!

I jus' couldn't help it! We was havin' such an interest-in' conversation! Menace was sayin' all them Cop things, like "perpetrator" an' "ten-four!" Y'know how time flies when y'r havin' fun, Sonny!

An' speakin' of havin' fun, Sonny, I rented us a cabin in the woods! We're goin' fishin'! Jus' us, an' Nature for a whole month! We can fish an' talk, and I'll give you advice an' say folksy things, an' there won't be another livin' soul aroun' for miles, except Angle . . .

I'm comin', too, Jammy! And I'm bringin' my oversized portable radio with the huge speakers! Man, we're gonna have us a ball!



Uhhhh . . . sorry, fellas! I can't go! I'm a WITNESS! Right, Menace . . . ? I can't leave town???

No, you're free to go, Jambal!

ARREST ME, Menace! I passed counterfeit money in that ransom drop! You have to throw me in jail! Listen . . . I KNOW my RIGHTS!

Forget it, Crockford! Have a nice vacation!

An' at night we'll sit aroun' a roarin' fire an' play "Old Maid" . . . an' bob for apples . . . an' squeeze rolls of toilet paper . . . an'

MENACE!! HELP ME!!

Don't that sound like Fun, Jammy . . . ?!



**WHAT'S THE
BEST WAY
TO BECOME
A MEMBER
OF A CRIME
ORGANIZATION?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD IN**

For years, you've been hearing all about the fabulous industry known as "Organized Crime", and you've probably wondered how one gets to join in on the fun. Well, merely fold in the page as shown and you'll soon have an answer!



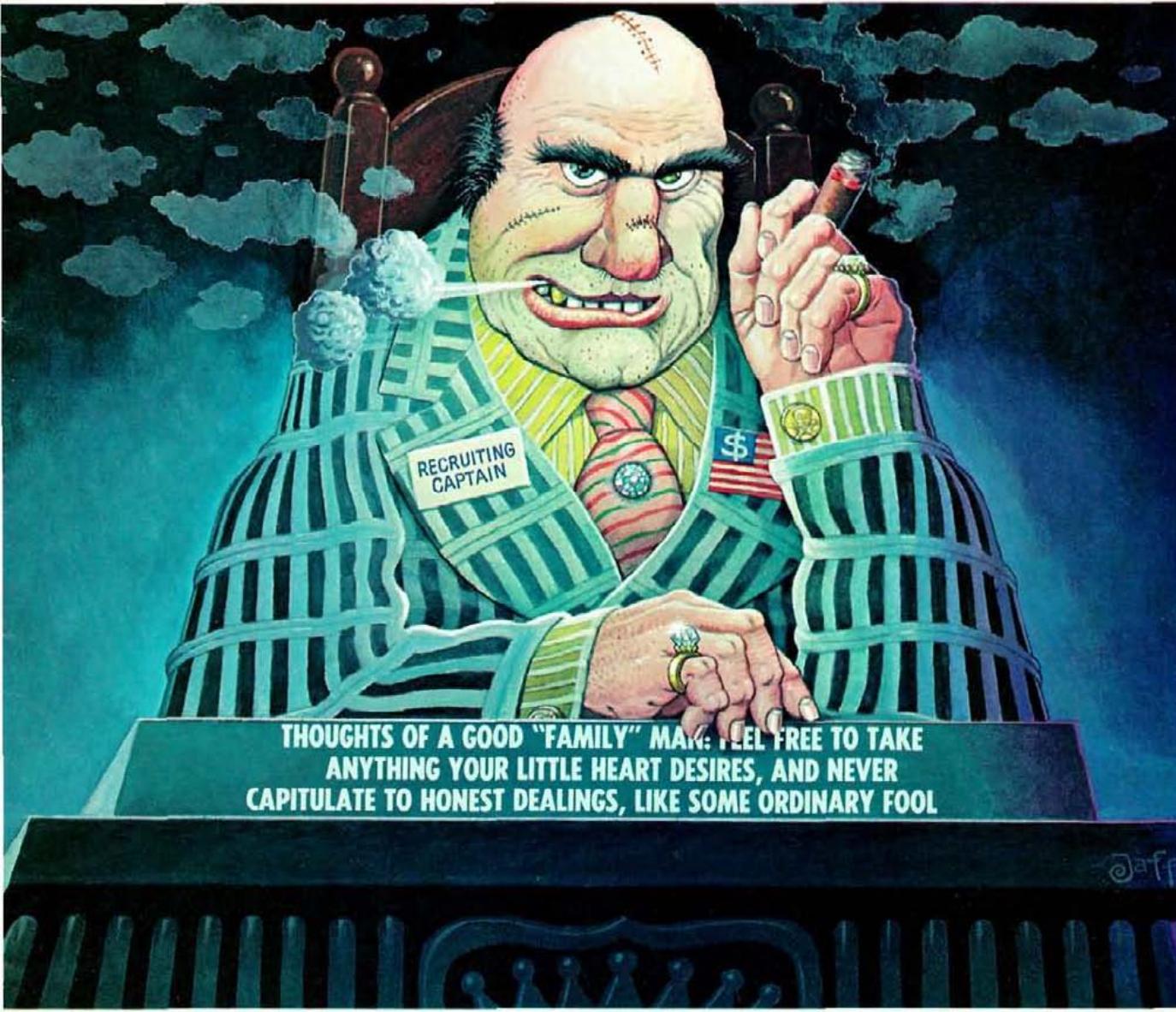
FOLD PAGE OVER LIKE THIS!

A>

FOLD THIS SECTION OVER LEFT

B

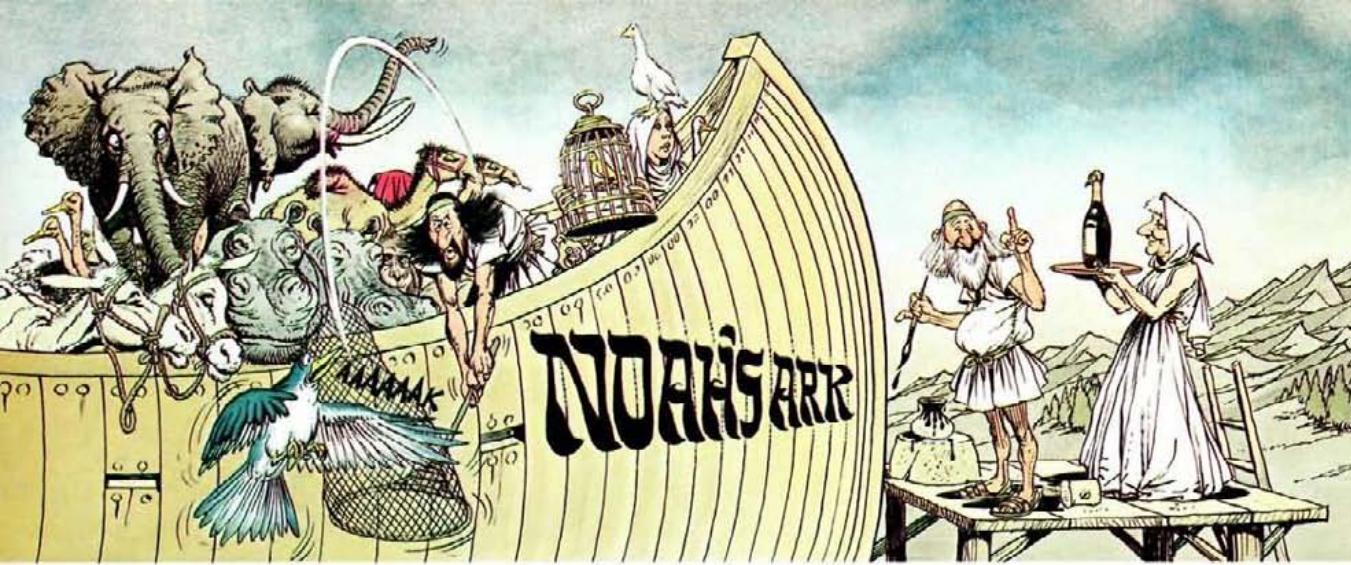
FOLD BACK SO "A" MEETS "B"



GREAT FINANCIAL REWARDS AWAITS THOSE WHO MEET
ELEMENTAL STANDARDS OF CRIMINALITY. ONCE INDUCTED
INTO THE INNER CIRCLE, FEW WANT TO QUIT.

A>

B



ARTIST: GEORGE WOODBRIDGE

WRITER: DAVE MANAK

